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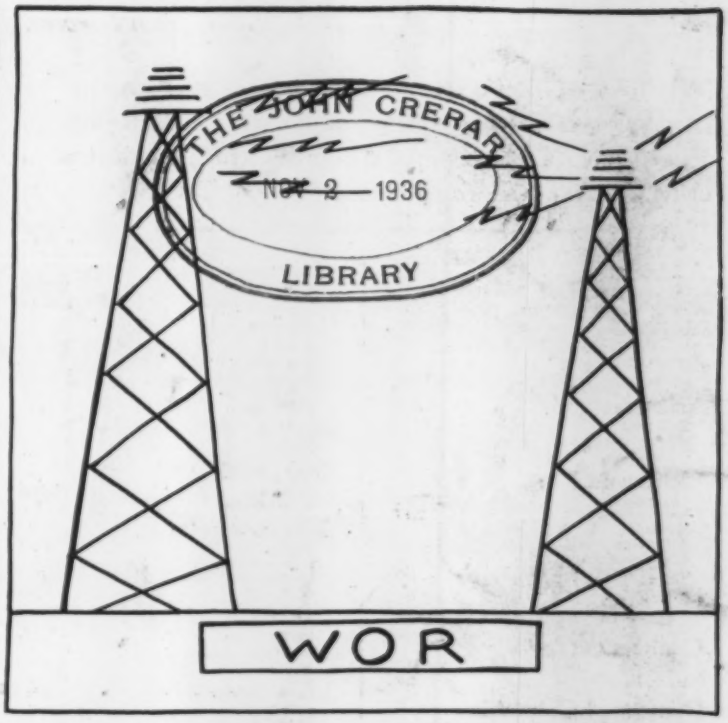

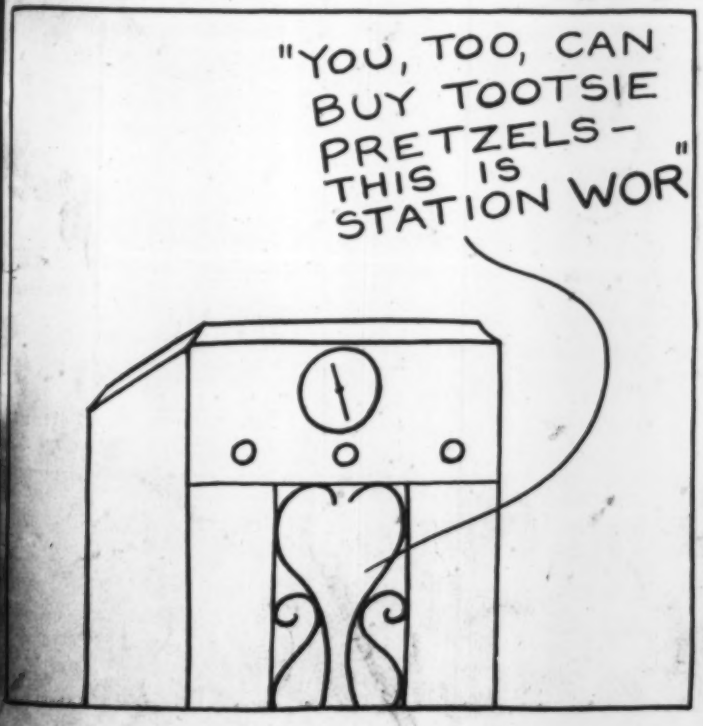

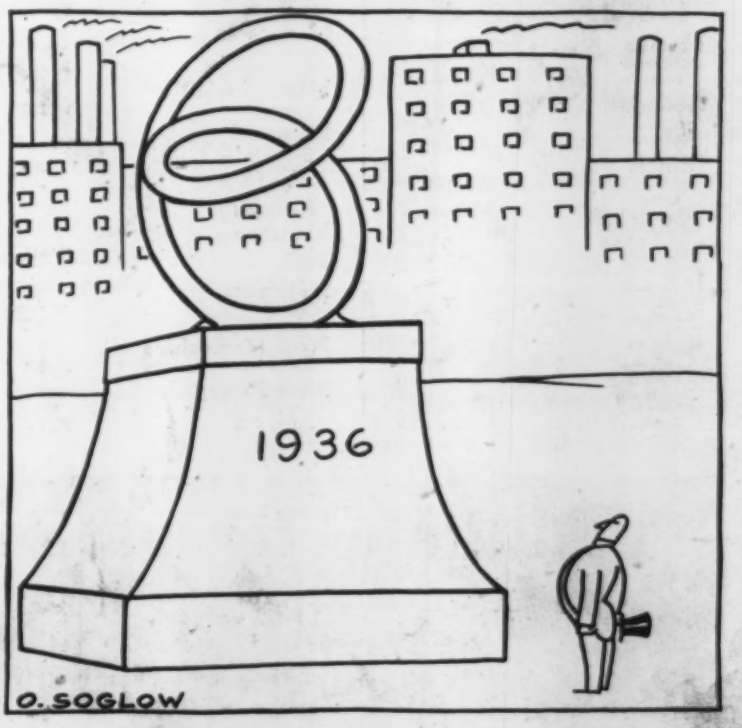

Use NBC THESAURUS Stations to reach good Markets—Everywhere

The market or markets that you have "spotted" for radio treatment can be found in the roster of leading radio stations offering THESAURUS Program Service.

THESAURUS offers variety and flexibility of material by outstanding radio talent—programs of proved audience appeal. For effective and economical spot broadcasting ask the station or us for further information about THESAURUS.

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- Little Rock — KLRA

California
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- Los Angeles — KFI
- Merced — KYOS
- San Diego — KFSD
- San Francisco — KGO
- San Jose — KQW

Colorado
- Denver — KOA

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- Waterbury — W1XBS

District of Columbia
- Washington — WMAL
- Washington — WRC

Florida
- Clearwater — WFLA
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- Buenos Aires — LRI-El Mundo

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  - Brisbane — 4BC
  - Melbourne — 3XY
  - Sydney — 2CH

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- Rio de Janeiro — PRE1
- Rio de Janeiro — Radio Nacional

Mexico
- Mexico City — XEW

New Zealand
- Amalgamated Wireless Ltd.: Wellington

Panama
- Colon — HP5K-HP5O

South Africa
- So. African Bdctg. Co.:
  - Capetown
  - Durban
  - Johannesburg

Switzerland
- Bern — S.R.

National Broadcasting Company, Inc.

A Radio Corporation of America Service

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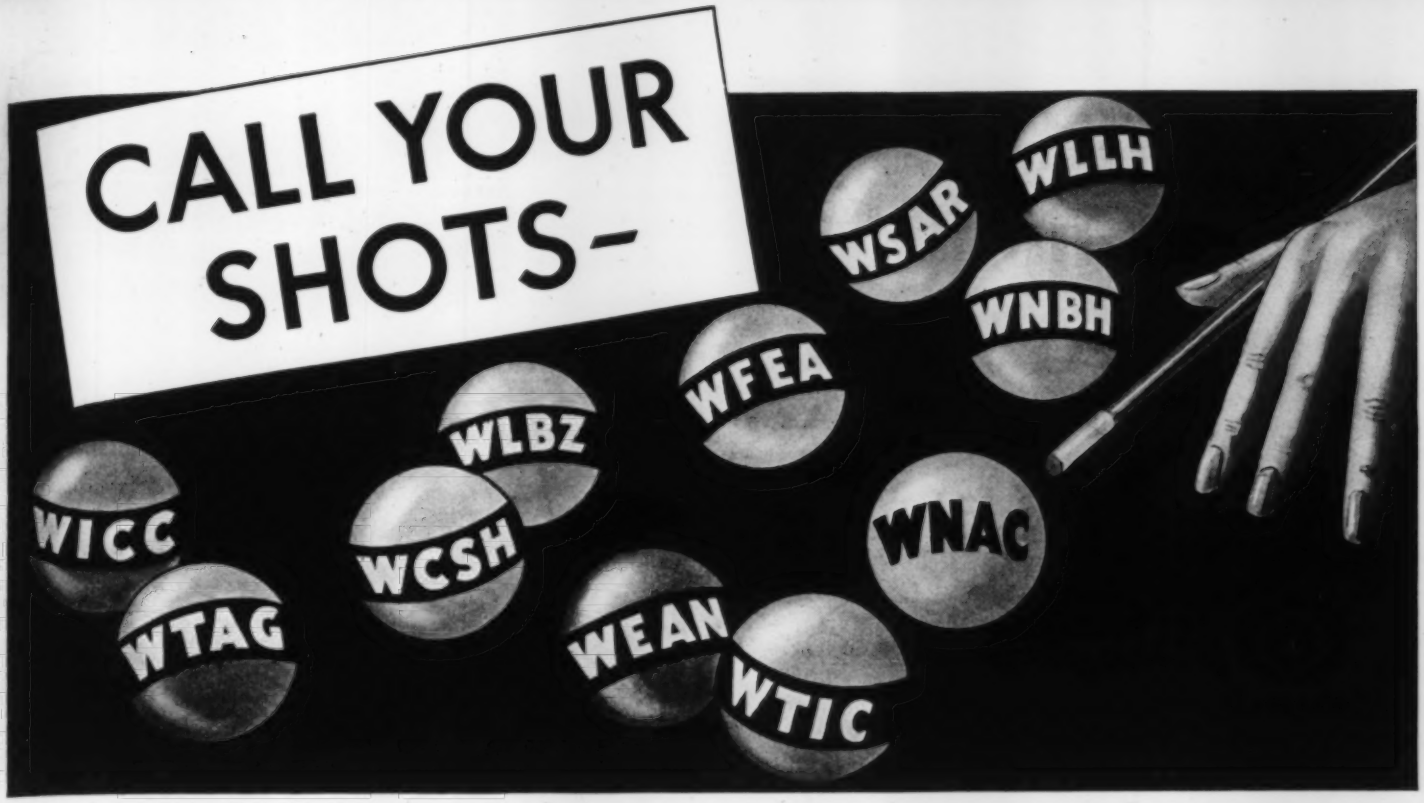

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WTIC
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WEAN
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WTAG
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WICC
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WLBZ
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WFEA
Manchester

WSAR
Fall River

WNBH
New Bedford

WLLH
Lowell

LOCALIZE your sales appeal in New England Markets

THERE are thirteen New England cities with populations exceeding 100,000 and many other large communities under the 100,000 class. Obviously, no one station or small group of stations provides complete coverage of this widely diffused audience.

Moreover, New England has many popular local stations which have created local listening habits and are strongly entrenched in local pride. They have the effect of further dividing the New England audience except as a regional network proposition.

There remains but one answer to your sales problem in New England—a network large enough and strong enough to make a direct local appeal of primary intensity in every large market.

That is exactly what The Yankee Network provides. Nine of the thirteen larger cities have Yankee Network studios. Three others—Cambridge, Somerville and Lynn—are within the intense listening area of WNAC, Boston. One city—Springfield—is within the WTIC, Hartford, area.

The new Yankee Network ties into one vast audience the listeners of all large centers of population, localizing your consumer appeal in each market — stimulating distribution — creating active retailer interest in the turnover of your product.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

ARE YOU
HUNTING
FOR ADVERTISING
RETURNS?

Will Surprise You

. . . even if you've heard ALL the radio success stories they're telling these days

Early this year, 8,000 beauty shop dealers subscribed $25 each to support a radio campaign on the Columbia Network.

In six months *that campaign* increased their business by $2,500,000. Each $25 brought its investor an average return of $312.50 in increased sales. A six-month radio dividend of 1250%.

The Program

The dealers' investment (in cooperation with the manufacturer) was used for a network of 77 CBS stations for 18 weeks, a half-hour each Sunday (6:00-6:30 P.M.), with Phil Spitalny's All-Girl Orchestra and Chorus as the talent.

When this CBS campaign opened, the experts gravely stroked their beards and allowed as how, "This time, radio has taken on a product that even radio can't sell." The product? Zotos (the permanent wave that requires no machinery—no electricity).

And this – in the words of Mr. Neal R. Andrews, President of Sales Affiliates—is what CBS did for Zotos:

"Full Credit Belongs to Radio"

"We found that Zotos sales, nationally, had increased 75.5% over the corresponding six months of 1935. Records revealed dealers with sales increases ranging from 100% to better than 400%. Radio . . . sold the idea of the machineless permanent to thousands who had never heard of such a thing. Against unforeseen competition and cut prices, it sent women out to look for Zotos-licensed shops in order that they might spend $10 apiece to try Zotos. So sure are we that this response was no fluke – that full credit belongs to radio – that plans are under way for a repeat performance."

* * *

A luxury item, rarely purchased, restricted distribution, half-price competition . . . are *your* selling problems any tougher?

THE COLUMBIA BROADCASTING SYSTEM, 485 Madison Ave., New York

CITY BOY MAKES GOOD

A little more than four years ago Preston Peters signed on with us as Office Boy, Third Class—"and lucky to get it, too"! Lucky for us, that is. Today Pete is Vice President and Secretary, manager of our New York Office, and—well, look at the signature of this announcement... Between the days of office boy and the days of Vice President etc. lay four years of hard, intelligent, effective work for our stations and our stations' customers. It's an interesting story—a story you'll have to hear from us, because you'd never hear it from Pete himself.

. . . IN BIG COUNTRY! . . .

TODAY Free & Sleininger, Inc. officially and properly changes its name to Free & Peters, Inc. *Officially* because for nearly a year Mr. Sleininger has not been actively associated with us. *Properly* because for four years H. Preston Peters has been increasingly active in the management of our business and increasingly indispensable in our plans for the future.... Aside from the corporate name, nothing is changed by the new arrangement. H. Preston Peters continues as Vice President, Secretary, and Manager of our New York Office. James L. Free continues as President and Treasurer, with headquarters in Chicago... A new name, but no new faces.... We know that you join with us and our stations, in our pride of Pete—a good boy who's *making* good!

FREE & PETERS, INC.

(Formerly Free & Sleininger, Inc.)

Radio Station Representatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

WHO . . . . . Des Moines	WAVE . . . . . Louisville	KSD . . . . . St. Louis
WGR-WKBW . . . . . Buffalo	WTCN . . . Minneapolis-St. Paul	WFBL . . . . . Syracuse
WHK . . . . . Cleveland	KOIL . . . . . Omaha	KOIN-KALE . . . . . Portland
KMBC . . . . . Kansas City		KOL . . . . . Seattle

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 9 WASHINGTON, D. C., NOVEMBER 1, 1936 $3.00 A YEAR — 15c A COPY

Stations Switch Networks, Rates Revamped

NBC Revised Rate Card Due, Signs WSM; CBS Buys WOAI as WRVA Affiliates; Deals Pend With WHK, WTIC, WSPD

TOPPED OFF by plans of NBC to readjust its network rates before the end of the year, a series of moves by major networks during the last fortnight may have an important bearing upon the future complexion of the chains.

Aware of the fact that NBC's new form of contract would make more difficult the aligning of affiliates of that network, CBS, in its effort to bolster itself at strategic spots, on Oct. 19 signed WRVA, Richmond clear-channel station, under a five-year contract and on the following day concluded a purchase arrangement, subject to FCC approval, for WOAI, 50,000-watt San Antonio station, for a price of $825,000.

NBC scored sharply in the competition when on Oct. 27 it signed WSM, Nashville 50,000-watter, in the face of competitive bidding by CBS. While terms were not divulged, Edwin W. Craig, vice president of National Life & Accident Co., operating the station, declared he was highly pleased over the arrangement whereby it continues as an affiliate of the network.

Meanwhile, CBS informally has notified WHK, Cleveland, that it would terminate its present three-year contract within a year, using WGAR as its Cleveland outlet. Conversations already had been begun among the four parties (NBC, CBS, WGAR and WHK) for the switch, although the official notifications still were lacking.

NBC to Boost Rates

NBC, plowing through with its campaign to place affiliated stations under its new form of contract [BROADCASTING, Oct. 15], divulged its intention of increasing rates on both of its networks, effective probably before Jan. 1. Preparatory to that step, it was seeking to have important affiliates under contract—many of them for five-year period, and with a clause in some which would prevent them from utilizing any other network service. This is aimed particularly at Mutual Broadcasting System.

Addition of KVOD, Denver time-sharing station, as a Blue network outlet, also was announced by NBC. The station shares with KFEL, Denver, on the 920 kc. channel, the latter having agreed to affiliate with MBS some time ago. Under this plan, NBC will utilize KFEL-KVOD time along with MBS on a first-come-first-serve basis. The MBS affiliation does not begin until it goes nationwide Dec. 29 and links with the Don Lee Network in California.

PRINCIPALS IN DEALS

Mr. Lucy

Mr. Craig

The new NBC rates, to be adjusted upward for the most part, will be based upon coverage increases since the last general rate cards became effective Jan. 1. The present rates were based upon the *NBC Network Aireas* studies of signal strength and fan mail analyses. Some 1,500,000 pieces of mail were analyzed for the initial study. The new cards will be based on a breakdown of about 15,000,000 mail returns, plus coverage data and other considerations.

The adjustments have been under consideration for several months. Now about completed, it is expected that they will be announced about Nov. 15 to become effective a month later. They will encompass, in addition to changed rates for old outlets, substitute rates for stations which will be aligned with its networks as a result of changes definitely indicated.

New NBC contracts, it was learned, have been offered to some 30 stations during the last several weeks, and about 20 already have signed. In addition, understandings have been reached with a number of NBC outlets regarding service, purely of an oral nature. NBC President Lenox R. Lohr, assisted by Station Relations Vice President Frank Mason, is personally handling most of these negotiations.

San Antonio Changes

As BROADCASTING went to press, there were several other station negotiations with the networks in progress. These included WTIC, 50,000-watt Hartford station, at present an NBC outlet, and WSPD, Toledo, CBS optional basic outlet. Emissaries of both of the networks have been in Hartford during the last fortnight.

It is expected, naturally, that KTSA, San Antonio, present CBS outlet, will affiliate with NBC as an optional Red and Blue station, once the WOAI sale is approved. KTSA is owned by Hearst Radio Inc., and operates on the 550 kc. channel, with 5,000 watts day and 1,000 watts night. WOAI is assigned to the 1190 kc. channel with 50,000 watts. It is an applicant for superpower of 500,000 watts.

The negotiations with WSM, strategically important for coverage reasons, had been going on several months. The station, owned and operated by the National Life & Accident Insurance Co., also is an applicant for 500,000 watts. Mr. Craig has been handling the negotiations, dealing with President Lohr for NBC and Vice President Herbert V. Akerberg for CBS, the latter having arrived in Nashville Oct. 27. By re-signing the station, NBC kept for itself one of the most important outlets on its networks.

The WOAI sale arrangement came as something of a surprise. The contract was signed Oct. 20 by M. R. Runyon, CBS vice president and treasurer, and Joseph H. Ream, CBS general counsel, in San Antonio, with George A. C. Halff, president of Southern Industries Inc., operating the station.

It is expected that the transaction will go to hearing before the FCC Broadcast Division. Based on earnings, understood to have been in the neighborhood of $118,000 for the last fiscal year, it is assumed the purchase price of $825,000 will not be considered inordinately high, since the FCC recently approved the sale of KNX to CBS for $1,300,000 on the basis of anticipated annual profits of some $200,000. Hugh A. L. Halff, nephew of the executive head, is manager of WOAI. It is the stated intention of CBS, should the transfer be approved, to retain him as general manager.

The transaction for the purchase of WOAI involves the actual acquisition by CBS of Southern Industries, Inc. for an aggregate of $1,388,000 according to the application filed with the FCC Oct. 26. The company, a family corporation, controls considerable stock and real estate. CBS then will sell back to the Halff interests all assets other than the station for a figure of about $562,600 plus an undetermined amount to cover earnings, interest, etc., until such time as the sale is approved by the FCC.

Operating profit of WOAI for the year ended July 31, 1936, was $118,776. The net profit after depreciation amounted to $89,495. For the first two months of its current fiscal year ended Sept. 30, the operating profit was $20,494 and the net profit, after depreciation, $11,901.21.

WRVA Negotiations

THE WRVA affiliation likewise developed suddenly. The contract, unlike others signed by CBS, is for a five-year period and is non-cancellable. Other terms are understood to be substantially the same as in regular CBS affiliate contracts. WMBG, 100-watter, is the present CBS outlet in Richmond. Presumably, it will become aligned with NBC in lieu of WRVA, since it is the only other commercial station in the city and is an applicant for regional status.

WRVA did not have a contract with NBC, and CBS had not renewed the contract it had with WMBC which expired last June. Thus, it is pointed out, the switch of affiliates may take place within a few weeks by agreement between the stations and the networks. On the other hand, there may be some question about a year's notice by the stations to each of the networks, and it is not inconceivable that the switch will be postponed for that length of time.

Although using only 5,000 watts on its 1110 kc. clear channel, WRVA is an applicant for 50,000 watts. It is operated by the Larus Bro. & Co., makers of Edgeworth tobacco. The transaction was negotiated by Mr. Akerberg with C. T. Lucy, general manager of the station and advertising manager of the tobacco company. Larus sponsors the *Corn Cob Pipe Club* over NBC and it is logically expected that this account will move to CBS since it originates in Richmond.

The switch of CBS from WHK to WGAR is not an entirely unexpected development. CBS on Oct. 1 began a new three-year contract with WHK, owned by the *Cleveland Plain-Dealer*, which included a one-year cancellation clause. WGAR is owned by the same interests which operate WJR, Detroit, which switched from NBC to CBS last September, at which time NBC aligned WXYZ as its Detroit Blue outlet.

The CBS hope is that the Cleveland change will be made effective about Jan. 1, rather than at the end of the one-year notification period. Presumably, the formal

notification will be given about Nov. 1. WGAR's contract with NBC is understood to carry the one-year cancellation clause also. Here again it is conceivable that WHK will prefer to fulfill the one-year notice period, in which event the change cannot take place until its expiration.

Hartford Situation

THE arrangement with WGAR, it is indicated, would mean a substantial increase in network revenue for that station. CBS is known to be dissatisfied with its WHK contract, for which it had negotiated for many months. The contract provided for a certain amount of sustaining service over WJAY, Cleveland, also controlled by the *Plain-Dealer*. WGAR has been taking MBS commercials which it probably will forego under its CBS affiliation. A WHK-MBS alignment also considered a possibility.

Uncertainty surrounds both the WTIC and WSPD situations. The Hartford 50,000-watter was on the block for more than a year, but this year is showing a profit for the first time in its history. Both NBC and CBS are understood to have placed propositions before it for affiliation only, while there also have been overtures for its purchase. An option for its purchase for $675,000 held by Cherry & Webb, New England department store operators owning WPRO, Providence, expired Oct. 1.

Some mystery surrounds the WSPD status. Said to be a contracted CBS outlet, there nevertheless have been conversations with NBC for a Blue affiliation, and it may develop that it will join the latter net upon clearing up of the CBS contractural situation. The station is controlled by George B. Storer, of Detroit, principal owner also of WWVA, Wheeling, and WMMN, Fairmont, W. Va.

By acquiring WOAI, CBS will be placed in a more favorable position in the Southwest territory, it was pointed out. In the Dallas-Fort Worth case, NBC has WFAA-WBAP, 50,000 watter, and by Jan. 1 expects to add KGKO, Fort Worth, to its Blue after that station has been moved from Wichita Falls, where it is now a CBS outlet. CBS has KRLD, operating with 10,000 watts, which has 50,000-watt aspirations since it operates it on a duplicated clear channel with WTIC which already uses 50,000 watts. Moreover, WWL, New Orleans, now operating on the 850 kc. clear channel with 10,000 watts is expected to seek 50,000 watts also in the near future. Should these projects be carried forward, CBS will be placed in a much improved position insofar as power rating is concerned.

Since last September, when WJR was signed by CBS with its 50,000-watt clear channel operation, CBS had made nine major station deals, including those pending. In addition to its purchase of KNX, its projected purchase of WOAI, and its affiliate acquisition of WJR, it has leased WEEI, Boston, and KSFO, San Francisco (subject to FCC approval) and it has made affiliate arrangements with WWL, WHIO, Dayton, and WRVA.

In aligning KVOD, NBC announced that the rates for the station are $120 per hour, $72 per half and $48 per quarter hour. The station is owned by Colorado Radio Corp., of which William D. Pyle is president and general manager. While it shares time with KFEL, it has pending an application for full time on 630 kc. while KFEL has filed for full time on its present frequency of 920 kc.

Simultaneously NBC is proceeding with plans to add Blue affiliates. The removal of WTFI, Athens, Ga., to Atlanta, probably by the first of the year, is expected to open the way for that station's affiliation with the Blue Network. The present NBC outlet for both Red and Blue in Atlanta is WSB. WTFI operates on 1450 kc. with 500 watts day and night. It is owned principally, it is understood, by Arde Bulova, New York watch manufacturer, and Gerald K. Winston, New York real estate operator and associate of Mr. Bulova.

Plans for the Blue in the South also encompass adding of affiliates in such key cities as Memphis (WNBR), Birmingham (WBRC), New Orleans (WDSU), among others. WGST, Atlanta, has protested the move of WTFI but this protest was recently denied by the FCC.

Transamerican Opens Pacific Office In KFWB-Warner Studio; Ray in Charge

Mr. Ray

OPENING OF a Pacific Coast office in Los Angeles, with William V. Ray, assistant manager of KFWB, Hollywood, in charge, was announced Oct. 26 by Transamerican Broadcasting & Television Corp. Mr. Ray, it is understood, will leave KFWB to take over the new office and will be succeeded by C. C. Mittendorf, commercial manager.

The new offices will be located in the KFWB studios now under construction at 5833 Fernwood Ave. The announcement said that from these new studios Transamerican will be in position to offer not only regular sales and service facilities but also originate live shows utilizing Hollywood talent. KFWB is owned by the Warner Bros. motion picture interests. Officials of Transamerican have steadfastly refuted statements that the newly-created organization is in any way controlled by the motion picture company. While no statement was forthcoming, the opening of the West Coast office was believed to indicate a talent association, at least, with Warner Bros.

New York Expansion

MR. RAY is a well-known figure in Hollywood and was with KFWB in its earlier days. He returned to the station several months ago when Harry Maizlish became its manager, succeeding Gerald King, resigned. Mr. Ray has been in Hollywood for a dozen years and has had much to do with handling of motion picture talent for radio.

Simultaneously, Transamerican announced enlargement of its New York quarters at 521 Fifth Ave. to provide space for its increased sales staff and production department. In Chicago, it said, it now occupies the entire 30th floor of 333 N. Michigan Ave.

Added to the Transamerican sales staff in New York, it was announced, is Myron Elges, formerly with the *New York Mirror* in merchandising work and with *Radio Guide* in a similar capacity. He was formerly an account executive with Bermingham, Castleman & Pierce, and for two years was with the Airplane and Marine Direction Finder Corp., in charge of advertising and sales promotion.

Through the increased facilities in Chicago, Transamerican said that in addition to representing a number of stations, it is now prepared to handle recordings and transcription programs for clients and auditions for live shows. "This flexibility and accessibility of more widespread, yet at the same time more closely knit and integrated radio facilities," it said, "has been a long-felt need both of those organizations using complete national coverage as well as those requiring specially partial or local coverage."

LULU BELLE, songstress of the weekly Saturday night *National Barn Dance* heard over WLS and the NBC-Blue, has been chosen Radio Queen of 1936 in *Radio Guide's* third annual radio queen election. Her runners-up in order were Jessica Dragonette, Joan Blaine, Frances Langford, Gracie Allen, Margaret Speaks and Kate Smith.

W. Va. Newspaper Group Acquires Third Station

ON THE HEELS of the FCC's authorization of the purchase of WCHS, Charleston, W. Va., by interests headed by John A. Kennedy, publisher of the *Clarksburg* (W. Va.) *Exponent*, it was learned authoritatively by BROADCASTING that the same group has also purchased WPAR, Parkersburg, W. Va., a 100-watter on 1420 kc. Neither side of the transaction would confirm the fact, but it is known that the actual contract has been signed and it is understood an application will be filed early in November for the transfer.

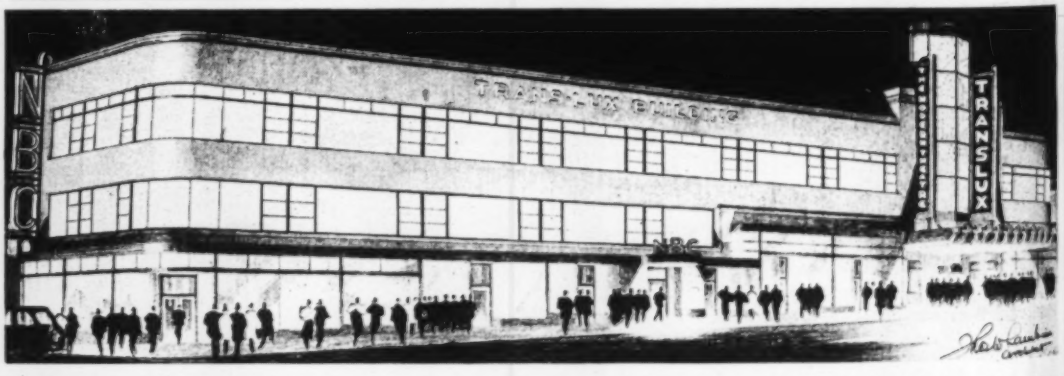
WCHS was purchased from the *Huntington* (W. Va.) *Advertiser*, which also owns and operates WSAZ, Huntington. It operates with 1,000 watts day and 500 night and 580 kc. WPAR was purchased from Ohio Valley Broadcasting Corp., whose stockholders are Marion H. McDowell, Harold McWhorter, Max A. Morgan, Ken D. Given and Sherwood Musgrave, all of Parkersburg, and Wayne Van Gilder, of Fairmont, W. Va.

Mr. Kennedy's newspaper also holds a construction permit for a new 250-watt daytime station on 1370 kc. in Clarksburg, to be known as WBLK, which is now under construction. His plans include hooking up this and the Charleston and Parkersburg station for a state network.

Nash, Kelvinator Boards Favor Plan for Merger

PLANS for the merger of the Nash Motor Co., Kenosha, Wis., and the Kelvinator Corp., Detroit (refrigerators, air conditioning equipment, etc.) were approved by the board of directors of the two companies on Oct. 27. Under the plan the name of the merged firm will be known as Nash-Kelvinator Corp. with Charles W. Nash, now chairman of the Nash board, holding the same post in the consolidated firm with Charles E. Mason, now president of Kelvinator Corp., taking the same title in the Nash-Kelvinator Corp.

The plan must have the approval of the stockholders before it can be completed. J. Walter Thompson Co., Chicago, has the Nash account, and Geyer, Cornell & Newell Inc., New York, is Kelvinator's advertising counsel.



NEW NBC WASHINGTON STUDIOS—Occupying the entire second floor of the new Washington Trans-Lux Theater Building, NBC next May or June will move its Washington offices and studios (also headquarters of WRC and WMAL) from the National Press Bldg. The 17,000 square feet of floor space for 18 offices and program rooms, one large audience studio, two program studios, two speakers studios, transcription room, conference and audition rooms, etc. will more than double its present space. The quarters will be air-conditioned and specially constructed for radio under supervision of O. B. Hanson, NBC chief engineer, who had charge of building and installing the Radio City and Hollywood studios of the network.

Windup of Election Campaign Enlivened by Ether Uprisings

Parties Redouble Their Broadcast Campaigning; Mobs Assail Stations; Vandenberg Incident

THE FCC on Oct. 29 completely absolved CBS of any violation of the law or regulations in the "Vandenberg incident." Story on its ruling will be found on page 87.

THE "sound and fury" of American politics caught radio in its seething swirl during the final weeks preceding the national elections of Nov. 3, with time-buying activities of the major and minor parties disrupting network and station program schedules right and left, with the "Vandenberg affair" leading to widely published charges and countercharges and the threat of a Congressional investigation, and with scenes of violence or near-violence at three local stations.

As BROADCASTING went to press, the situation seemed to warrant the following summary:

1. Democrats and Republicans alike redoubled their local and national radio appeals to the electorate, spending tens of thousands of dollars for radio time, chiefly for their major spokesmen—but it appeared unlikely that either major party will have spent as much as the $1,000,000 predicted for radio time, though each will have spent more than the $500,000 of 1932. The minor parties likewise were buying more time. The Republican radio division in Chicago named Wells (Ted) Church, formerly with WJSV, Washington, as radio director, with Pete Nelson loaned by Mutual Broadcasting System as his assistant; Bob Hotz, of Blackett-Sample-Hummert Inc., handling talent charges; Art Stringer, handling time clearances, and Tom Fizdale handling publicity. Hill Blackett, director of public relations, on Oct. 1 released Tom Sabin, former radio director, to the Pennsylvania State Committee for its radio campaign, while John Elwood, onetime NBC vice-president and for more than a year G. O. P. program director, was sent away from Chicago headquarters on a special mission the nature of which was undisclosed.

2. Senator Arthur Vandenberg's use of a so-called "new technique" in political broadcasts, employing transcriptions of excerpts from President Roosevelt's speeches which he played and to which he made reply, led CBS to cancel the program, and then to reinstate it, on the grounds that it violated standard network policy against the use of transcriptions. This provoked front-page news, editorials and cartoons in the press running nearly a week and giving the affair a tremendous publicity break for the Republicans. It also led to an inquiry by the FCC and to a new publicity outburst by George H. Payne, telegraph commissioner, after which Senator Vandenberg took Mr. Payne to task for charging bad faith.

3. While the press was debating the merits and demerits of the "Vandenberg affair," Senator Hastings (R-Del.) inquired whether CBS had purchased group insurance two years ago from James Roosevelt, the President's son, intimating that this might have influenced the company in its stand on the Vandenberg broadcast. Edward Klauber, CBS executive vice president, replied that the network in 1934 had placed insurance with the Travelers company through young Roosevelt, as its accredited agent, but stated it was the best of several insurance proposals submitted, declared CBS was wholly non-partisan in politics, and deplored the "effort to read anything sinister into the fact" a son of the President was in the insurance business and secured the policy.

4. The building housing WBOW in Terre Haute became the scene of mob action the night of Oct. 20 when more than 150 local citizens barred the way and prevented Earl Browder, Communist candidate for president, from entering to deliver the broadcast address which he was forced to suspend several weeks earlier because of his arrest in the Indiana city. Mr. Browder left by taxicab but not before his party was pelted by tomatoes. The debate continued to rage over Browder's rights, with the radio station making clear that it had to allow him to speak under the "equal opportunity" clause of the communications law. The next

(*Continued on page 84*)

Dubbing of President's Voice by GOP Viewed as Obvious to Listening Public

WHILE the record fails to show that the word "transcription" or "recording" was used during the introduction to Senator Vandenberg's "fireside chat" on CBS Oct. 17, in which Senator Vandenberg "debated" with recorded excerpts of President Roosevelt's speeches, the general reaction among radio observers who later heard a recorded version of the broadcast was that it would be an obtuse listener indeed who would believe the President was actually present in the studio and talking.

A count shows that 17 excerpts from President Roosevelt's past speeches were employed in the Vandenberg colloquy. The context and method of presentation and noise level made it clear that the President's voice came off recordings, and Republican's believe the introduction and "break" after the first use of the President's voice made it entirely clear. Ben Pratt, of the G.O.P. radio staff, a former NBC employe in Chicago and New York, introduced Senator Vandenberg thus:

Tonight, ladies and gentlemen, Senator Arthur H. Vandenberg, of Michigan, an outstanding Republican leader and member of the United States Senate is here to conduct a "fireside chat". It is agreed by all that when a man seeks public office and makes public statements to influence public opinion his words become public property. Newspapers, magazines, authors and public speakers have the unquestioned right to quote such statements without limit. It is only thus that we are able most faithfully to compare the words of a man with his deeds. Without further delay, therefore, I shall turn the microphone over to Senator Vandenberg to open this new kind of fireside chat.

Questions and Answers

THEREUPON Senator Vandenberg said, "I respectfully address myself to Franklin Delano Roosevelt" and asked him what he said on inauguration day. The recorded voice reiterated the oath of office as taken by Mr. Roosevelt on March 4, 1932. Then Senator Vandenberg launched into a political discussion of constitutional obligations, and after about 100 words Mr. Pratt interposed:

Ladies and gentlemen, this is Mr. Pratt speaking again. Mr. Roosevelt, the candidate, is here in voice but not

(*Continued on page 85*)

Campaign Booking Near Two Million

Time Sales Jump as Parties Seek Last-Minute Periods

PRELIMINARY estimates of campaign radio expenditures by the major parties place the sum at $600,000 for the Republican National Committee and $500,000 for the Democratic national committee, although time bookings for extensive hookups and spot use during the last week of the campaign are expected to swell these totals. The estimates cover all network and spot time placed by the G.O.P. radio division in Chicago and the Democratic radio division in New York, but do not embrace the incalculable amounts spent independently for regional hookups and local time by state and local committees and candidates.

Including the time buying by the minor parties, it is conservatively estimated that not less than $2,000,000 will have been spent with networks and stations during the 1936 political campaign.

Last-minute Speeches

CBS and MBS have declined to divulge political revenues until the campaign is over, but NBC reported that up to Oct. 17 the Republicans had spent $275,000 on its two networks and had $90,000 more worth of time booked for the rest of the campaign. Democrats, NBC reported, up to the same date had spent $165,000 on its networks, the Communists $20,000. On NBC-owned and managed stations political revenues up to Oct. 17 amounted to $75,000 from all parties. The Democrats had $65,000 more worth of time booked, the Communists $15,000, the Socialists $7,000 and the Union Party $9,000.

As in 1932, the Democrats have bought up the 11 to 12 midnight period Nov. 2 on combined networks, this year combining the NBC-Red, NBC-Blue, CBS and MBS hookups for a final speech by President Roosevelt and other party notables. The Republicans have bought the NBC-Red network for a final rally, with Gov. Landon as a speaker, from 10 to 11 p. m. The Union Party has taken 9:30 to 10 p. m. on NBC-Red, and the Communist Party will broadcast its Madison Square Garden rally the same night from 10:45 to 11 o'clock. Many other bookings for politics the night of Nov. 2 were also being negotiated as BROADCASTING went to press.

Talburt in Scripps-Howard Newspapers

The Horn of Plenty

Elderman in Washington Post

The Possibilities Are Unlimited

"IT GIVES ME GREAT PLEASURE TO INTRODUCE TO YOU PRESIDENT ROOSEVELT, WHO WILL NOW DEBATE THE ISSUES WITH THE REPUBLICAN TRUE HEDDISM."
RECORD

Kirby in World Telegram

The Trick That Blew Up

Shoemaker in Chicago Daily News

Let's Look at the Record

NBC Plans Gala Tenth Anniversary

Week Studded With Special Events and Entertainment Is Planned; Television Will Be Demonstrated

CLIMAXING what it terms "a century of progress in a decade of broadcasting," NBC all during the week of Nov. 8 will celebrate the tenth anniversary of its founding Nov. 15, 1926, by feting numerous foreign and American broadcasting and government officials, playing host to the owners and managers of all its affiliated stations and staging a series of special programs "dedicating its nationwide facilities to a continued future of social and scientific advancement."

The largest American broadcasting organization will make its anniversary week also the occasion of demonstrating RCA's television progress for the first time to NBC-affiliated station executives. The week's gala program will feature a banquet in the grand ballroom of the Waldorf-Astoria Hotel in New York the night of Monday, Nov. 9, to which 1,600 persons representing all branches of radio and all aspects of American governmental, business and cultural life have been invited.

Recreating First Programs

THE anniversary observances, which really began last May, have been planned to touch every phase of broadcasting as represented by NBC and its parent company, RCA. The high point — exactly 10 years after NBC, then a limited network of only 17 stations, broadcast its inaugural program—will be reached on the night of Nov. 15 when NBC will repeat practically the identical program of 10 years before over its combined hookup of 101 stations. As on the first program, the performers scheduled are Dr. Walter Damrosch, Harold Bauer, Albert Stoessel, Mary Garden, Titta Ruffo, Cesare Sodero, Dr. Edwin Frank Goldman and band, Weber & Fields and the orchestras of Ben Bernie, Vincent Lopez, George Olsen and B. A. Rolfe. Only the late Will Rogers will be absent from the list.

For two weeks prior to Nov. 15, NBC will be host to hundreds of notables from all parts of this country and from abroad (see story on page 12 reporting arrivals of foreign visitors as NBC guests). The major program of events, however, starts Saturday, Nov. 7, with the arrival of out-of-town guests, largely station owners and managers, advertising executives and agency men. The highlight of their visit, aside from the Nov. 9 banquet, will be the television demonstration the afternoon of Sunday, Nov. 8, on the 62d floor of the RCA Bldg., to be followed by a cocktail party in the Rainbow Room.

Fifteen to 20 television receiving sets will be set up in a special room holding about 200 persons. Ten to 15 persons will be able to view the television images picked up on each set. The transmissions will be from the RCA experimental television broadcasting station atop the Empire State Bldg. The visitors will be able to view RCA's latest achievements in the visual art and to deduce for themselves how soon television will implement sound broadcasting in the United States.

Only a special list of invited guests will attend the big banquet at the Waldorf-Astoria the night of Nov. 9. There will be several speakers, including important public officials, advertising executives and educational and cultural leaders. The Waldorf that night will house what NBC believes will be a true cross-section of American business and cultural life. The hosts will be Lenox R. Lohr, NBC president, and David Sarnoff, RCA president and NBC board chairman.

On Nov. 8 a huge silver plaque representative of the tenth anniversary celebration will be placed in Rockefeller Center. During the week the new antenna of the 50,000-watt WJZ, NBC-Blue key station at Bound Brook, N. J., will go into operation. Earlier in the week NBC will announce the awards in its children's program contest, and will adopt a slogan as a result of a contest being conducted among its employes. On Nov. 15 the network organization will announce a letter contest in which the public will be invited to submit letters of 100 words each, describing what NBC has meant to individual listeners. Daily prizes of five Model 10-K RCA sets, retailing at $150 each, will be awarded and the letters will be the basis of programs and announcements to be carried on the network.

Diverse Entertainment

FOR BOTH the foreign visitors and the out-of-town guests an extensive program is planned. The foreigners will be escorted by Fred Bate, NBC European representative who arrived from London Oct. 29, and by Dr. Max Jordan, NBC continental European representative who came over from his headquarters at Basle on Oct. 15.

With most of the foreign group here by Nov. 5, a luncheon will be given for them that noon in the Rainbow Room of the RCA Bldg., with Mr. Sarnoff and Mr. Lohr presiding. Another luncheon for them, with foreign diplomatic representatives and foreign newspaper correspondents also present, will be given in the Rockefeller Center Luncheon Club the next day as well as a television demonstration at 4 p. m. in the RCA Bldg.

On Nov. 7 the group will go to Princeton for a football game; on Nov. 8 they will visit West Point; on Nov. 9 they will be taken for a sightseeing tour of Manhattan, including a luncheon tendered by W. A. Winterbottom, executive vice president of RCA Communications Inc. Nov. 11 they will be taken by plane to Buffalo, Niagara Falls and Washington, attending a dinner at the Mayflower Hotel in the latter city at 8 p. m. with many high government officials present. Nov. 12 will be spent in sightseeing in Washington, with a luncheon at the National Press Club tendered by the Overseas Writers. A few of the delegates that day will be back in New York for a dinner at 8 p. m. by the New York chapter of the Institute of Radio Engineers, at which Raymond Braillard, head of the European radio control center at Brussells, will deliver a technical paper.

Gathered in New York Nov. 13, the foreign delegates will be tendered a farewell dinner at the Waldorf-Astoria Hotel, and next day they will visit the RCA Communications Inc. short and long-wave plant at Rocky Point, Long Island.

Throughout the celebration period, NBC will carry special programs over its networks commemorating NBC's progress.

Saturday, Nov. 7, from 8 to 9 p. m., the NBC-Blue network will pick up a concert by the glee clubs of Yale, Harvard, Princeton, Northwestern and Penn State and the bands of Michigan, Stanford, Pittsburgh and Illinois.

Salutes to NBC

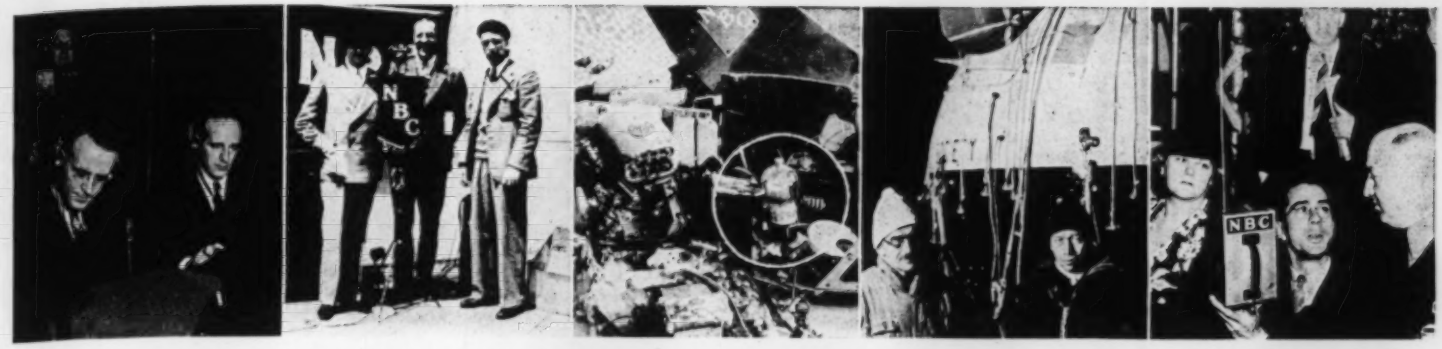
SUNDAY, Nov. 8, from 3:15 to 4 p. m., the NBC-Blue network will carry a feature program including salutes from the *S. S. Normandie*, from a Navy submarine in the East River, from the Coast Guard base at New London, Conn., from a coal mine in Pittsburgh, from the midtown tunnel, from atop Pike's Peak and from a fleet of planes at San Diego. This program will also feature a two-way conversation between the Boston-Providence *Comet* and the Hamburg-Berlin *Flying Hamburger*, two of the world's crack trains.

Monday, Nov. 9, NBC networks will carry the speeches from the big banquet in the Waldorf Astoria. Another program that day, time yet unscheduled, will be a dramatization of NBC's history titled *Ten Years in Retrospect*, written by James Costello and tracing the growth of NBC.

Wednesday, Nov. 11, Meredith Willson, NBC director of music for its western division, will dedicate his 10:30 to 11 p. m. program on NBC-Blue to the tenth anniversary, playing a program called *Dance Tunes of the Past Decade*. Over the same network the next night, 10 to 11, Frank Black, NBC musical director, will conduct the NBC Symphony in a salute.

These are only a few of the special programs planned, the planning still being under way as this was written. The big program climax will come Sunday, Nov. 15, at 9 to 10 p. m., when the NBC-Red network will carry *The World Salutes NBC*. Special four-minute programs arranged by the leading radio organizations abroad will be picked up via shortwave and rebroadcast, 15 countries participating.

SPORTS AND SUCH — Historically famous is this first NBC World Series broadcast in New York in 1927, with Graham McNamee (without hat) at microphone. In November, 1933, doors of NBC's new studios in Radio City were opened. In third photo are Nelson Case and George Hicks broadcasting Army war maneuvers in 1935. At right is Hicks covering the Winter Olympic games staged at Lake Placid in 1932.



NBC EPOCHS—In December, 1931, NBC first broadcast opera from the Metropolitan (first photo) with Milton J. Cross (back), Herbert Liversidge, production expert (left), and Charles Grey, engineer. On the maiden voyage of the Normandie in 1935 were Alfred H. Morton, program department, George Hicks, announcer, and Alfred E. Jackson, engineer. In center are remains of NBC transmitter used in first National Geographic stratosphere flight in 1934 when the balloon ripped 11 miles in the air, and the broadcast was carried during the forced descent. Fourth photo shows Capt. Stevens and Anderson, last November, after their successful ascent. The two events are considered by many as the outstanding broadcasts in radio history. At right is Fred Shawn, NBC Washington executive, using the new NBC microwave transmitter at the 1936 Democratic convention. He is between Postmaster General and Mrs. Farley. The transmitter was used at other conventions.

Chronology of Major Broadcast Achievements of NBC in the Last Decade . . .

IN CELEBRATING its tenth birthday, NBC as the world's biggest broadcasting organization is really celebrating the history of radio. On Nov. 15, 1926, when NBC presented its inaugural program, radio was still classed by many as a novelty — perhaps a passing novelty. Today there is no longer any doubt about radio's importance as a social force in the fields of education, religion, science, news, politics, entertainment, industry, agriculture, the arts and international affairs. Broadcasting has become one of the country's most powerful instruments of public service.

Each of the 10 years since Nov. 15, 1926, has marked giant strides. Scientists, technicians and laboratory workers of NBC and its parent company, RCA, have perfected equipment, facilities and methods which have benefited the whole industry. NBC program officials and executives have built radio presentations which have spurred all of radio to a high pitch of competition.

Ten years—from an infant to a towering giant, and here is a chronological table of some of the highlights in NBC's career, each year marking a step forward:

1926

BEGINNING in January, the men who made NBC already had organization plans in motion. Experiments were going forward. New studios were being built. Broadcast lines were installed at the Yankee Stadium and the Polo Grounds, getting ready for the annual NBC broadcasts of the World Series baseball games in New York and elsewhere. WEAF and five other stations were hooked together on an experimental basis for a broadcast from Madison Square Garden.

Then, on Nov. 15, came the gala inaugural program. A Waldorf-Astoria ballroom was fitted up as a studio. Loudspeaker cones were installed, to reinforce the voices of the performers (shouting was often necessary before the microphone in those days). The musical portion of the program was headed by Dr. Walter Damrosch. Assisting him were Harold Bauer, pianist; Cesare Sodero, conducting a light opera company; Albert Stoessel, famous conductor; Mary Garden, soprano star of the Chicago Opera Company; and Titta Ruffo, baritone soloist of the Metropolitan Opera Company. The late Will Rogers contributed some of his inimitable cracker-barrel humor. Rogers' voice was relayed via wire from Independence, Kan., called "a startling innovation" in those days. Dr. Edwin Franko Goldman was there to conduct band numbers. Weber & Fields contributed comic skits, and there was music from dance bands led by Ben Bernie, George Olsen, Vincent Lopez and B. A. Rolfe.

In that same month, WJZ was made the key station of the NBC-Blue Network.

In December, programs were received from WRC in Washington for the first time on a network.

1927

ON NEW YEAR'S Day, NBC made the first pickup of the annual Rose Bowl football classic from Pasadena, Cal.

In June, NBC made radio's first multiple pickup when Lindbergh's arrival in Washington, after his nonstop flight to Paris, was broadcast from five widely separated points in Washington, D. C., on the same program.

In September, NBC covered its first prizefight "battle of the century" over an extended radio network—the Dempsey-Tunney fight. The network of 68 stations was the largest ever assembled up to that time.

1928

IN JANUARY, NBC presented the first program from the West Indies as President Coolidge opened the Pan-American Conference in Havana.

In June, NBC covered its first political conventions, radio listeners being able to hear the proceedings at which the Republicans chose Herbert Hoover and the Democrats Alfred E. Smith. An estimated 50,000,000 listeners heard the programs. The popular vote of 1928 rose 8,000,000 over that of 1924, and political leaders of the day attributed much of this increase to the broadcasts.

In October, NBC covered the maiden flight across the Atlantic of the *Graf Zeppelin*. As the Zeppelin reached this country her progress was reported over NBC networks from Washington, Philadelphia, Camden, Bound Brook, New York and Lakehurst, with a description of the landing and interviews with passengers and officials. The radio feat was described as the most unusual in broadcasting up to that time, a packback short wave transmitter having been used for mobile pickups.

1929

THE NEW condenser microphones, representing a vast improvement over older types, were turned over to NBC studios and put into use in January.

In February, NBC brought its first program from England. The reception was not comparable to foreign broadcasts of today, but the program aroused wide interest in the possibilities of radio. In this same month NBC inaugurated its first west-to-east programs with the premiere of the *Pacific Vagabonds*, from then on a regular feature. February also marked the broadcast of radio's first "special event" as the program type is known today. The program was called *Over and Under New York*, with pickups from the Fulton Street tunnel and an airplane. It was NBC's first pickup from the air. This month also marked the last general address of President Coolidge, delivered over NBC networks from Mountain Lake, Fla., at the dedication of the bird sanctuary built by the late Edward Bok.

In May, NBC broadcast the first Kentucky Derby, the program being handled through the Chicago office. Chicago a short time before had begun originating programs for NBC-Blue.

In August, NBC broadcast the sensations of a parachute jumper as he floated down to earth from a plane. A pack transmitter was used, having been successfully demonstrated on a big scale in describing the arrival of the Graf Zeppelin in 1928.

In October, NBC brought the first broadcast from Holland, and on Christmas Day radio heard its first international exchange program.

(*Continued on page 12*)

OLD AND NEW — In 1929 NBC covered arrival of the Graf Zeppelin with a crude portable outfit. G. W. Johnstone (at left in first photo) and William Burke Miller struggle with portable aerial as Floyd Gibbons talks into pack transmitter. In center photo are Miller (with hat) and Harold P. See, engineer, speaking for NBC from the Pan American Philippine Clipper in December, 1935, on its epochal flight to Manila. At right is the way NBC covered arrival of the dirigible Hindenburg at Lakehurst May 9, 1936, following its Transatlantic flight.

Chronology of NBC Achievements in Decade (Cont'd) . . .

Broadcasts were received from and transmitted to England, Holland and Germany.

1930

IN JANUARY, NBC set international broadcasting history by placing microphones in the British House of Lords at the opening of the important 1930 Five Power Naval Conference.

In March, NBC broadcast the first long-distance two-way conversation of its type when Admiral Byrd, in Dunedin, N. Z., talked to NBC officials over WGY, Schenectady.

In March, NBC established another "first" in a shortwave program from the *S. S. Europa* after that ship had broken the transatlantic speed record.

In April, the parabolic type of microphone was perfected and placed in service, allowing NBC to pick up crowd noises or focus on sounds from a distance.

In September, on the RCA Victor program, NBC made pickups from Boston, Portland, Me., New York, Washington, Jacksonville, Dallas, San Francisco, Portland, Ore., and Chicago—probably the first time this many pickups had been used on one program.

In October, NBC carried the first broadcast from Japan in a program which picked up the voice of President Hoover from Washington, Prime Minister MacDonald from London, and the Premier of Japan from Tokyo.

In December, NBC broadcast the first program from a submarine under the water, and the Christmas program that year was sent to and received from Tokyo, New York, Manila and Honolulu.

1931

NBC carried in January the address by Mussolini at the opening of Rome's new shortwave station.

In February, the voice of Pope Pius XI was heard in America over NBC as the Papal radio station, HVJ, was opened in the Vatican.

In August, the greatest number of performers up to that time took part in a broadcast from Soldiers Field, Chicago, with NBC carrying the Chicago-Landsic Festival, featuring 1,200 musicians and choruses of thousands of voices.

In October, NBC announcers were aboard on the first radio test flights off the American Clipper planes, forerunners of the *China Clipper*.

In December, as a tribute to Marconi, NBC broadcast a program which originated in 19 widely separated parts of the globe, marking the first time world broadcasting centers were connected in a single hookup. This month also featured an NBC broadcast of the eruption of Kilaua, in Hawaii, in which an NBC microphone was suspended from the lip of the crater. Music lovers were given a treat when NBC presented its first broadcast direct from the stage of the Metropolitan Opera, on Christmas Day.

1932

IN JANUARY, NBC presented another "first" when singers in New York and Los Angeles were accompanied by Paul Whiteman's orchestra from Chicago. A short time later NBC featured a rapid three-way conversation between New York, Chicago and Los Angeles, the first time it had been attempted. In the same month, Floyd Gibbons made what was probably the first broadcast from an actual war zone when he spoke over NBC networks from Manchuria.

In February, NBC covered the Olympic Winter Games at Lake Placid.

In June, NBC broadcast both the Republican and Democratic National Conventions.

In August, NBC made its first shortwave broadcast from a glider in air, and the following month made the first broadcast from Dr. Beebe's bathysphere, hundreds of feet underneath the sea.

In December the new ribbon, or velocity microphones, of a type still in use, were placed in operation in NBC studios.

1933

IN MARCH, the most intricate broadcast setup in radio history was used in describing the Inaugural Parade. Besides nearly a score of land lines, five shortwave transmitters were used in the seven-hour broadcast. German and English commentators described the parade for rebroadcast in their own countries. A short time later NBC inaugurated the policy of flashing news bulletins, interrupting regular programs when the bulletins were of sufficient importance.

In April, the crash of the dirigible *Akron* was covered from the NBC mobile unit, with the programs relayed by shortwave to NBC headquarters.

In July, NBC covered the Balbo flights from Italy, a flight by Wiley Post, and the flight by Mollison from England.

In November, NBC moved to new headquarters in Radio City, New York, the most modern broadcasting plant ever built. Looking to the future, ample studio and laboratory space was reserved for television, on which NBC scientists had been experimenting since 1926. From the opening day, NBC's Radio City studios became one of the outstanding points of interest in New York City, attracting thousands of visitors every year. Jolly Bill and Jane put on the first sustaining program from the new headquarters, and there were greetings from major countries throughout the world.

In November, NBC broadcast America's first important stratosphere balloon flight when a microphone was placed in the gondola of the craft used by Lieut. Comdr. T. A. W. Settle and Maj. Chester Fardney. On the flight there were pickups from the balloon, the field at Akron, O., New York, Chicago, Pittsburgh and Washington.

In December, the Christmas exchange program from abroad included Christmas bells from Bethlehem and programs from New York, London, Ireland, Bermuda, Canada, New Zealand, Australia, India and South Africa.

1934

IN FEBRUARY, NBC broadcast the funeral services for King Albert of Belgium, and the subsequent coronation of Leopold III.

In March, NBC presented an on-the-spot description of the Grand National at Aintree, brought to America via RCA facilities. In the same month, a singer in New York was accompanied by an orchestra in Buenos Aires through the use of two-way shortwave broadcasts.

In April, NBC microphones were aboard for broadcasts as the first streamlined trains were making their trial speed runs.

In May, NBC broadcast the *Passion Play* from Oberammergau. A short time later NBC presented a radio review of the opening of the Chicago Century of Progress.

In July, one of radio's most thrilling experiences occurred during the stratosphere flight of Captains Albert W. Stevens and Orvil A. Anderson in the U. S. Army Air Corps-National Geographic balloon. NBC was on the air from dawn until dusk, with the two airmen conversing with ground observers and describing the scene from the air. After rising more than 11 miles, the balloon ripped and the gondola plunged to earth, the balloonists saving themselves by leaping leaping in parachutes. NBC broadcast the flight exclusively, from the

In August, NBC broadcast funeral services for President Von Hindenburg in Berlin.

In September, NBC broadcast the launching of the *S. S. Queen Mary*, on-the-spot description of the *Morro Castle* tragedy, and complete reports of the America's Cup yacht races.

1935

IN JANUARY, NBC broadcast an on-the-spot description of the *S. S. Mohawk* disaster, including interviews with the survivors. This was take-off until the two airmen landed. followed in February with news broadcasts of the dirigible *Macon* crash in California.

In April, NBC broadcast the take-off of the *American Clipper* and the arrival at Honolulu on the epoch-making flight.

In May, there were complete programs from England on the Golden Jubilee of King George. Beginning late in May, NBC presented a series of programs from aboard the *S. S. Normandie*, making her record maiden run from France. The programs continued until the crossing was completed, being climaxed with a gigantic radio welcome in New York harbor.

In June, NBC broadcast the Baer-Braddock fight championship, carrying on an NBC tradition of exclusive coverage of the big fights.

In August, NBC staged the most extensive field broadcast hookup in radio history with its coverage of the army maneuvers at Pine Camp, N. Y. Personnel and equipment included 13 engineers, six announcers, four mobile units, and seven shortwave transmitters, one of which was in an Army airplane.

In September, NBC broadcast the Louis-Baer fight at Yankee Stadium.

In November, the world's altitude record for balloons was set when Captains Anderson and Stevens once more rose into the stratosphere, with an NBC microphone in the gondola of their balloon. During the 10-hour flight, NBC was in constant two-way communication with the balloon. Among the outstanding programs of the flight were two-way conversations from the balloon with the *China Clipper*, flying over the Pacific Coast; a shortwave conversation between London and the balloon; and a four-way conversation between the balloon, Chicago, New York, and Washington.

In December, NBC broadcast regular programs from aboard the *Philippine Clipper* on its two-way flight to Manilla and return. William Burke Miller, NBC program executive, and a winner of the Pulitzer prize in journalism, reported the progress of the flight over NBC shortwave equipment.

1936

IN JANUARY, NBC broadcast news from London of the death of King George, including the proclamation that the Prince of Wales was the new ruler. This was followed by a broadcast of funeral services for the sovereign.

In March, upstate New York and Pennsylvania were ravaged by floods. NBC used planes and boats, with shortwave transmitters aboard, in telling listeners just what was happening.

In April, NBC Announcer George Hicks described the annual Easter parade on Fifth Avenue over a tiny micro-wave radio transmitter so small that it was hidden in his silk hat. The transmitter was developed by NBC engineers after years of experimentation, and it was used for interviews and on the floor of the 1936 Socialist and Democratic National Convention. At the Republican Convention it was used in convention hotels and in interviews of delegates.

In May, NBC presented exclusive broadcasts of the flight to America of

(*Continued on page 78*)

European Officials On Inspection Tour

NBC Arranging for Study of American Radio Methods

ARRIVING in time to participate in NBC's tenth anniversary celebration, a large and distinguished group of European radio officials, headed by Robert Jardillier, French Minister of Communications, and Maurice Rambert, president of the International Broadcasting Union, will come to the United States to study American broadcasting methods and facilities.

NBC is making the arrangements for the visit, and is bringing its European representatives, Dr. Max Jordan and Fred Bate, over to this country to help guide the visitors. When the various sections of the party arrive in New York they will be greeted by Lenox R. Lohr, NBC president, and Dr. Jordan and Mr. Bate.

The group is coming under the auspices of the International Broadcasting Union at Geneva, to which Mr. Lohr issued the invitation. The first delegation arrived from Sweden on the *S. S. Gripsholm* Oct. 25; M. Jardillier and M. Rambeau will arrive on the *S. S. Champlain* Nov. 4, and the remainder of the group will arrive on the *S. S. Europa* Nov. 5.

To Visit Several Cities

THE VISIT of the foreign officials will last for two weeks, during which time they are expected to inspect radio facilities in New York, Washington, Chicago, Buffalo and possibly other cities. Following is a listing of the delegates who have already accepted, some of whom will be accompanied by their wives:

Robert Jardillier, French Minister of Communications; Maurice Rambert, president, International Broadcasting Union; Arthur R. Burrows, secretary-general, International Broadcasting Union; Raymond Braillard, head of European Radio Control Center, Brussels; Mr. and Mrs. Gladstone Murray, general manager, Canadian Broadcasting Commission (now in Ottawa); Erich Von Kunsti, program director, Austrian Broadcasting Co.; Dr. and Mrs. Ladislav Sourek, president, Czechoslovakian Broadcasting Co.; Chamberlain C. Lerche, president, Danish Broadcasting Co.; Kay Christiansen, chief engineer, Danish Postoffice Department; M. Pellenc, inspector-general, French Broadcasting Co.; Mr. and Mrs. Emile Bremond, secretary-general, French State Broadcasting; Dr. Kurt von Boeckman, head of foreign department, Reichs-Rundfunk Gesellschaft; Dr. Werner Nestel, engineer in charge of foreign relations, Reichs-Rundfunk Gesellschaft; L. W. Hayes, engineer in charge of foreign relations, British Broadcasting Corp.; Dr. B. Vanderpol, chief engineer, Philips Co., representing Dutch broadcasting industry; Dr. and Mrs. Chiodelli, general manager, Italian Broadcasting Co.; Roman Starzynski, general manager, Polish Broadcasting Co.; S. Karaffa-Kraeuterkraft, secretary-general, Polish Broadcasting Co.; Dr. Carl Anders Dymling, general manager, Swedish Broadcasting Co.; Eric Mattson, chief engineer, Swedish Broadcasting Co.; Dr. Ivo Stern, director, Zagreb Station, representing Yugoslavia; Mr. and Mrs. Arthur Gvozdanovic, vice president of Yugoslavian Broadcasting Co.

RCA Celebrates: So Does NBC, Its Proudest Offshoot

Candid portraits of RCA and NBC executives during dinner celebrating the 30th anniversary in radio of David Sarnoff, president of RCA and chairman of the board of NBC.

1. David Sarnoff, RCA president, and Maj. Gen. James G. Harboard, RCA board chairman; 2. C. H. Taylor, engineering vice president, RCAC, and James R. Sheffield, member of RCA board; 3. E. J. Nally, member of RCA board, J. deJara Almonte, NBC evening general manager, and C. H. Taylor; 4. E. T. Cunningham, president, RCA Mfg. Co.; 5. W. A. Winterbottom, vice president and general manager, RCAC; 6. George DeSousa, RCA treasurer; 7. Courtland Smith, Pathe Film Exchange, and Lenox R. Lohr, NBC president; 8. M. H. Aylesworth, chairman of board, RKO, and former NBC president; 9. David Rosenblum, NBC vice president and treasurer; 10. George K. Throckmorton, executive vice president, RCA Mfg. Co., and William G. Van Schmus, manager, Radio City Music Hall; 11. Niles Trammell, NBC Chicago vice president; 12. Walter Damrosch, NBC music counsel and Vladimir K. Zworykin, RCA television scientist; 13. H. A. Sullivan, RCA comptroller; 14. Alfred H. Morton, NBC program department manager; 15. J. T. Clement, RCA Washington vice president; 16. John Royal, NBC vice president and L. M. Clement, engineering vice president, RCA Mfg. Co.; 17. Mark Woods, NBC assistant executive vice president; 18. L. B. Morris, general counsel, RCA Mfg. Co.; 19. O. B. Hanson, NBC chief engineer, and Dr. C. B. Jolliffe, engineer in charge, RCA Frequency Bureau; 20. Judson Sayre, assistant to president, RCA Mfg. Co.; 21. Frank Black, NBC musical director; 22. E. P. H. James, NBC promotion director; 23. C. J. Pannill, pres., Radiomarine Corp.; 24. W. S. Fitzpatrick, RCA Institutes.

Census Bureau Completes Radio Study

Analyzes Nationwide Broadcast Data on Basis of Returns Obtained From 561 Commerical Stations

COMPLETE results of the U. S. Census Bureau's Census of Broadcasting, conducted under direction of C. H. Sandage, chief of the Bureau's division of communications, have been released, in addition to the first final returns as announced in the Aug. 1 issue of BROADCASTING. The tabulation was part of the government's census of business, conducted biennially.

Data in the census returns cover the year 1935 and were collected last winter and spring. First results were published during the spring in BROADCASTING, the data covering separate regions. The Census Bureau explains in announcing its final report that "the data presented here represent the first complete measure of the extent and character of the radio broadcasting business in the United States."

Of the 564 commercial stations, figures were received from all but three, and they were small stations in separate regions. Complete data on a breakdown of total revenue from the sale of nonnetwork time between national and regional spot and local were obtained from 93.3% of all stations. A further breakdown by type of rendition was obtained from about half of the stations.

Total Radio Receipts

TOTAL net revenue of stations for 1935 was $86,492,653, as announced in BROADCASTING Aug. 1. The major source of revenue was from sale of time, which accounted for $79,617,543, or 92.1% of the total, the remainder coming from sale of talent and other sources. Network time sales mounted to $39,737,867 and individual station sales were $39,879,676.

The Census Bureau has analyzed time sales and employment data in relation to size of community, power, network affiliation and other factors.

"It is natural," says the Bureau, "that low-power stations should constitute the bulk of broadcast stations in the United States. If this were not so under the present technical limitation of broadcasting, either the number of stations would of necessity be reduced or time on the air would be shared by a number of stations. Consequently the 238 stations operating with a minimum power of 100 watts or less constituted 42.8% of all commercial broadcast stations. These did only 11.4% of the total business.

"There were 37 stations in the 200 and 250 watt group (only two operated with 200 watts power). The number in this group represented 6.6% of the total and did 2.7% of all station business. In the next group, for the most part 500 watters, were 94 stations, or 16.9% of the total number and they did 13.5% of the total business. Thus the stations operating with a minimum power of less than 1,000 watts represented two-thirds (66.3%) of all stations, but did only slightly more than one-fourth (27.6%) of the total business." [See table on time rates by power groups].

"It is interesting to note," the report continues, "that as power increases the relative importance of local advertising decreases. Stations with power of less than 1,000 watts accounted for only 27.6% of total station time sales, but for 42.1% of time sales to local advertisers. Stations with 50,000 watts or more accounted for only 16.1% of the local business although they did 32.4% of all business.

Smaller Stations

"MORE than one-half (55.5%) of all radio stations did less than $50,000 of business each in 1935. These stations accounted for only 11.8% of all 1935 stations business. Thirty of these stations, however, operated less than 12 months in 1935. Considering only those stations that operated during the entire year, 53% received less than $50,000 annual revenue.

"Stations with low revenue received most of their business from local advertisers. Those in the less than $50,000 group accounted for 20.3% of all local advertising revenue. Of the total business of these stations, 85.1% was from local advertisers.

"Stations with low revenue were, in general, stations with low power. Thus, of the 309 stations with less than $50.000 revenue, 208 operated with 100 watts, 72 with 101 to 999 watts, 25 with 1,000 to 4,999 watts, and four with 5,000 watts or more. Only 25 of these stations were affiliated with a network.

"'Revenue per station increased with the size of the community, the 111 stations (19.7% of total) located in the 17 cities of 400,000 population and over doing 51.9% of all station business, the Bureau found. More than a fourth (27.6%) of all commercial stations were located in communities of less than 25,000 but they received just 5.6% of the total station revenue. Two-thirds of these locals operated with 100 watts or less and only 13.6% had power of 1,000 watts or more.

"It should be noted that the lower power stations obtain the bulk of their revenue from local advertisers regardless of the size of the community in which they operate," said the Bureau. "The relatively higher amount of local advertising of stations under 5,000 watts power operating in cities with a population of 400,000 or over is probably due to the fact that most of such stations were not affiliated with a network.

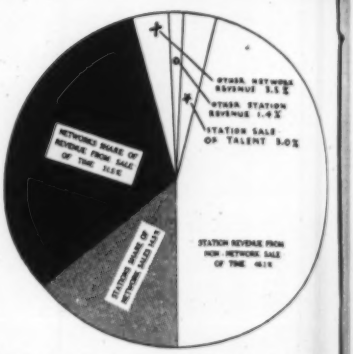
"The figures for 101 - 999 watt stations in cities with population of 100,000 to 399,999, represented 22 affiliated and 21 non - affiliated stations. The 22 affiliated stations did 73.6% of the business of the 43 stations. Local advertising of the 22 affiliated stations represented 51.7% of their total business and 72.7% of their non-network business. The 21 non - affiliated stations received 90.5% of their total time sales revenues from local advertisers.

Rendition Figures

"THERE were 289 broadcast stations, or 51.8% of the total, that provided a breakdown of local advertising revenue by type of renditions. These stations did $13,393,000 of local business in 1935, or 51.5% of all local business.

"Mechanical rendition was not particularly popular with those local advertisers included in the above sample. Transcriptions accounted for only 11% and records only 9.9% of the total sample. Announcements, with 42.3%, was first and programs, with 36.8%, second.

"The relative importance of different types of rendition varied with different power groups and with network affiliation. As power increased both programs and transcriptions tended to increase. Announcements were most popular on the lower powered stations, representing from 40 to 49 per cent of all local business done by the respondents. For those stations with the highest power rating, announcements constituted only 26.6% of local business. The relative position of transcriptions increased and records decreased with power increase."


OTHER NETWORK REVENUE 3.1%
OTHER STATION REVENUE 1.9%
STATION SALE OF TALENT 3.0%
NETWORKS SHARE OF REVENUE FROM SALE OF TIME 31.5%
STATION SHARE OF NETWORK SALES 15.1%
STATION REVENUE FROM NON-NETWORK SALE OF TIME 46.1%

REVENUE—Net income of broadcast stations is shown by percentages on this pie chart, drawn up by the U. S. Census Bureau. Main source is non-network sale of time, which is 46.1% of the total.

Number and Average Weekly Wage of Full-Time Employes by Power Groups

Power in Watts	Executives & Supervisors No.	Executives & Supervisors Wkly. Wage	Office & Clerical No	Office & Clerical Wkly. Wage	Technicians No.	Technicians Wkly. Wage	Artists No.	Artists Wkly Wage	Announcers No	Announcers Wkly Wage	Other No.	Other Wkly. Wage
UNITED STATES.	1,127	$75	2,035	$24	2,360	$35	1,999	$41	1,556	$29	1,210	$36
100 or less	318	52	335	19	497	25	211	21	452	22	314	24
101—999	263	63	363	23	463	32	312	29	357	27	261	32
1,000—4,999	328	89	621	23	683	34	799	36	462	30	361	40
5 000—9,999	38	86	64	30	95	41	56	40	51	33	58	35
10,000—49.999	41	70	76	21	91	40	53	34	45	35	40	50
50,000 and over	139	117	576	29	531	48	568	63	189	44	176	50

Broadcast Station Time Sales by Network Affiliation and Power

(All dollar figures expressed in thousands)

Affiliation and Power in Watts	No. Sta.	Total Amount	Total % of Total	National and Regional Network	National and Regional Non-Network	Local Amount	Local % of Total
UNITED STATES	557	$52,325	100.00	$12,522	$13,799	$26,004	100.00
100 or less	238	5,986	11.44	218	540	5,228	20.10
101—999	131	8,466	16.18	1,371	1,366	5,729	22.03
1,000—4,999	126	16,702	31.92	4,242	3,546	8,914	34.28
5,000 and over	62	21,171	40.46	6,691	8,347	6,133	23.59
Network Affiliation	194	38,999	74.53	12,522	11,893	14,584	56.08
100 or less	17	885	1.69	218	110	557	2.14
101—999	42	4,770	9.12	1,371	911	2,488	9.57
1,000—4,999	77	12,942	24.73	4,242	2,964	5,736	22.06
5,000 and over	58	20,402	38.99	6,691	7,908	5,803	22.31
No Network Affiliation	363	13,326	25.47		1,906	11,420	43.92
100 or less	221	5,101	9.75		430	4,671	17.96
101—999	89	3,696	7.06		455	3,241	12.47
1,000—4,999	49	3,760	7.19		582	3,178	12.22
5,000 and over	4	769	1.47		439	330	1.27

Time Sales by Size of Community and Power

(All dollar figures expressed in thousands)

Size of Community and Power	No. Stations	Total Amount	Total %Total	National and Regional Amount	National and Regional %Total	Local Amount	Local %Total
UNITED STATES	557	$52,325	100.00	$26,321	100.00	$26,004	100.00
100 watts or less	238	5,986	11.44	758	2.87	5,228	20.10
101—999 watts	131	8,466	16.18	2,737	10.40	5,729	22.03
1,000—4,999 watts	126	16,702	31.92	7,788	29.59	8,914	34.28
5,000—9,999 watts	16	1,902	3.63	837	3.18	1,065	4.10
10,000—49,999 watts	13	2,298	4.39	1,415	5.38	883	3.40
50,000 and over	33	16,971	32.44	12,786	48.58	4,185	16.09
Under 25,000 Population	154	2,909	5.56	729	2.77	2,180	8.38
100 watts or less	102	1,285	2.46	125	.47	1,160	4.46
101—999 watts	31	683	1.31	115	.44	568	2.18
1,000 and over	21	941	1.79	489	1.86	452	1.74
25,000—49,999 (Pop)	76	2,510	4.80	731	2.78	1,779	6.84
100 watts or less	44	1,034	1.98	175	.66	859	3.30
101—999 watts	15	360	.69	90	.34	270	1.04
1,000 and over	17	1,116	2.13	466	1.78	650	2.50
50,000—99,999 (Pop)	75	4,495	8.59	1,747	6.64	2,748	10.57
100 watts or less	34	1,187	2.27	222	.84	965	3.71
101—999 watts	17	732	1.40	212	.81	520	2.00
1,000—4,999 watts	17	1,291	2.47	613	2.33	678	2.61
5,000 and over	7	1,285	2.45	700	2.66	585	2.25
100,000—399,999 (Pop.)	141	15,248	29.14	7,848	29.81	7,400	28.46
100 watts or less	34	1,203	2.30	187	.71	1,016	3.91
101—999 watts	43	3,530	6.74	1,343	5.10	2,187	8.41
1,000—4,999 watts	42	5,754	11.00	2,994	11.37	2,760	10.61
5,000—9,999 watts	7	638	1.22	310	1.18	328	1.26
10,000—49,999 watts	4	890	1.70	505	1.92	385	1.48
50,000 and over	11	3,233	6.18	2,509	9.53	724	2.79
400,000 and over (Pop.)	111	27,163	51.91	15,266	58.00	11,897	45.75
100 watts or less	24	1,277	2.44	49	.18	1,228	4.72
101—999 watts	25	3,161	6.04	977	3.74	2,184	8.47
1,000—4,999 watts	34	7,848	15.00	3,358	12.75	4,490	17.20
5,000—9,999 watts	3	663	1.27	240	.91	423	1.63
10,000—49,999 watts	5	1,186	2.26	749	2.84	437	1.68
50,000 and over	20	13,028	24.90	9,893	37.58	3,135	12.05

POWER where you REALLY need it!

★ To make radio advertising pay, the experienced user of time selects facilities with a careful eye to the nature of each market.

To reach listeners in limited metropolitan areas, you CAN get along with low-power outlets. But to reach listeners in Iowa, super-power is essential.

Geographically, Iowa is a broad market, over 200 miles north to south, over 300 east to west. No single city dominates it. Des Moines, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state, flows through a score of trading centers. The map shows these trading centers of 10,000 or over, in the listening area of station WHO, each center being important to the radio advertiser.

Instead of attempting to cover all these markets with smaller stations, it is far more effective and economical to cover them with the ONE station that can do the job single-handed—the ONE station to which all Iowa listens—Station WHO.

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. MALAND, MANAGER PHONE 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

NOTE: WHO's power of 50,000 watts is at least 50 times the evening power of any other Iowa commercial station.

Knox Applications Again Before FCC

Reopening of Schenectady and Binghamton Cases Sought

REOPENING of the Knox Broadcasting Co. case, surrounding competitive applications for facilities in Schenectady and Binghamton, N. Y., and into which was drawn the so-called "Willard Hotel" incident involving charges of "bribery", is sought in a pleading now before the FCC Broadcast Division. A third application for the same facilities by new interests also has been filed.

Knox, on Oct. 14 filed with the FCC a petition to reconsider and grant its application for a new 1,000 watt station on the 1240 kc. channel with 1,000 watts power and unlimited time. It also asked the FCC to waive its rule governing the filing of petitions for reconsideration, since the time had expired several weeks ago.

The same facilities had been sought by WNBF, Binghamton, N. Y. local, which had asked for a change in assignment. Both applications had been denied by the FCC following the sensational developments of early this year, in which was involved a Department of Justice investigation of an alleged conversation in the Willard Hotel, Washington, wherein claims were purportedly made of "passing money" to get radio facilities. The whole incident was later branded officially by the Department as based on irresponsible "drunken conversation".

On Oct. 20 an application was filed by the Citizens Broadcasting Corp., of Schenectady, a new corporation, for the identical facilities requested both by Knox and by WNBF. The application disclosed that principals are DeWitt C. Mower, Schenectady realtor; Emanuel J. Rosenberg, of New York, vice president and general manager of Transamerican Broadcasting & Television Corp., and John L. Clark, New York, president of Transamerican. Each would hold one-third interest. On behalf of the latter two, it was stated Oct. 28, their interest was purely that of financial backers of the venture.

It was expected that counsel for WNBF would file a pleading in connection with the Knox petition for reconsideration, but no such petition had been received up to Oct. 30. The Broadcast Division has deferred consideration of the Knox petition until WNBF files its own pleading within the specified time limitations.

The Knox petition brought out that last June, after a hearing and after a favorable report recommending granting of its application, the FCC denied it, citing that objectionable interference would be caused to existing stations and that the applicant did not propose to make such use of a regional frequency as would warrant a grant. WNAC, Boston, it added, was the station referred to as likely to be interfered with. Since the denial, said the petition, Shepard Broadcasting Service Inc., operating WNAC, has given its written consent to the grant.

Athough WXYZ, Detroit, would seriously limit the normal service area of the proposed new station, continued the petition, "the fact remains that the proposed station would render satisfactory and interference-free service to many thousands of listeners in Schenectady, and Albany, N. Y., and immediate vicinity, without in turn in any way interfering with the service rendered by station WXYZ."

The Knox Co., the petition added, is controlled by James E. Knox, president of the Knox Geletine Co., Johnstown, N. Y., who was said to have assets exceeding $1,000,000. The petition was signed by Leonard L. Asch, as president of Knox Broadcasting Co. Inc.

Combined Time Sales of Major Networks Rise 12.3% for New September Record

NETWORK billings of NBC, CBS and MBS for the first nine months of 1936 totaled $39,433,120, an increase of 12.3% over the same period last year. With receipts running about $5,000,000 a month, an aggregate of more than $50,000,000 for network time is assured for 1936, surpassing 1935's total by several millions.

Nine-month totals released by the networks show that CBS revenue was $15,550,070, an increase of 28.5% over the same period in 1935; the combined NBC networks billed $23,800,143 or a 4.3% increase; MBS booked $1,294,904, a gain of 47.8%.

During September NBC-Red billed $1,993,371, a record for this year. NBC-Blue reported September receipts of $893,266. The combined NBC-Red & Blue figure was $2,886,637, a 33.4% increase over the same month last year. CBS recorded a 69.2% gain over September, 1935, with receipts of $1,838,932. MBS sales for the month were $168,919, a 103.8% gain over September, 1935, directly traceable to the Father Coughlin Saturday afternoon half-hour series which is billed through the MBS sales department.

Networks' Gross Monthly Time Sales

		1936	% Gain Over 1935	1935*	1934	1933
NBC						
Jan.	Red	$1,725,172	—7.37	$2,895,037	$2,391,667	$1,869,885
	Blue	956,643				
Feb.	Red	1,697,524	—1.60	2,758,319	2,211,637	1,742,784
	Blue	1,016,776				
March	Red	1,915,357	.42	3,025,308	2,507,890	1,997,463
	Blue	1,122,516				
April	Red	1,762,201	2.23	2,682,143	2,373,890	1,690,177
	Blue	979,727				
May	Red	1,650,046	—4.64	2,685,211	2,475,173	1,662,887
	Blue	911,674				
June	Red	1,490,426	—2.41	2,380,845	2,177,857	1,512,139
	Blue	833,030				
July	Red	1,613,148	10.01	2,208,935	1,864,420	1,370,993
	Blue	816,835				
August	Red	1,553,540	19.8	2,021,366	1,542,599	1,328,467
	Blue	868,891				
Sept.	Red	1,993,371	33.4	2,163,317	1,860,166	1,555,606
	Blue	893,266				
CBS						
January		$1,901,023	7	$1,768,949	$1,405,948	$941,46[illegible]
February		1,909,146	15.4	1,654,461	1,387,823	884,977
March		2,172,382	18.7	1,829,553	1,524,904	1,016,102
April		1,951,397	20.8	1,615,389	1,371,601	775,487
May		1,749,517	35.9	1,287,455	1,255,887	624,256
June		1,502,768	40.9	1,066,729	925,939	553,056
July		1,292,775	42.	910,470	630,290	445,414
August		1,232,508	40.	879,019	513,315	499,638
September		1,838,932	69.2	1,086,900	700,491	547,203
MBS						
January		$166,266	155.6	$65,024	.....	.....
February		162,358	142.5	66,946	.....	.....
March		191,483	113.8	94,180	.....	.....
April		139,834	18.5	118,045	.....	.....
May		129,907	16.5	111,497	.....	.....
June		104,510	15.1	90,692	.....	.....
July		109,561	74.8	62,648	.....	.....
August		122,065	69.	72,076	.....	.....
September		168,919	103.8	82,907	.....	.....

*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

Studebaker Amends

STUDEBAKER Corp., South Bend, Ind. (autos) and subsidiaries have agreed with the Federal Trade Commission to revise advertising claims about deferred payments, which allegedly created a false impression by inferring that a simple interest rate of 6% was charged on deferred and unpaid balances.

WMCA Augments Staff

SEVERAL additions to the staff of WMCA, New York, key of the Intercity System, were announced Oct. 28 by Donald Flamm, president. Hines Hatchette formerly radio director of Moss Associates, New York, has joined the sales staff. Hal Janis, sports editor, has renewed his contract for another year and will supervise the new daily news program which made its debut Oct. 30. Emanuel Denby has been added to the staff to handle the news for the program and will be in direct charge of the 48 high school correspondents in greater New York. In addition WMCA is inaugurating a roving reporter assignment for Miss Franke Basch and Martin Starr, new staff additions, who will cover news events and give eyewitness accounts.

CHAMPION COAL Co., Pittsburgh, through Walker & Downing, Pittsburgh, is planning to place a series of WBS announcements.

KDKA's 16th Birthday

WITH a new 710-foot vertical radiator now under construction for KDKA, Pittsburgh, Westinghouse E. & M. Co. on Nov. 2 will celebrate the 16th anniversary of the founding of that station, which it claims is the pioneer of American broadcasting. KDKA went on the air Nov. 2, 1920, to broadcast the Harding-Cox election returns and has been on the air continuously since that time under the same call letters issued Oct. 27, 1920. Its new radiator, its engineers claim, will be the most efficient of its type in the world.

50 Kw. Dallas Station Opposes Kansas Grant

AN APPEAL from the decision of the FCC Broadcast Division on Oct. 6 granting the application of the Pittsburg Broadcasting Co. for a new daytime station in Pittsburg, Kan. to operate on the 790 kc. channel, was filed in the U. S. Court of Appeals for the District of Columbia Oct. 27 by WFAA, Dallas 50,000-watt station operating on the adjacent clear channel of 800 kc. Simultaneously, WFAA asked the court to grant a stay order which would restrain the FCC from allowing the building of the new 1,000 watt station until the appeal was adjudicated.

In support of its appeal, WFAA, through its attorneys, Philip G. Loucks and Arthur W. Scharfeld, contended that objectionable interference would result to WFAA by the adjacent channel operation; that a large rural audience would be deprived of WFAA service and that there is no need for additional facilities in the Pittsburg, Kan. area of the type proposed where establishment of the service would impair that rendered by WFAA.

In asking for the stay order, WFAA said that if the new station is permitted, a substantial investment in WFAA will be seriously impaired; the good service area of WFAA will be severely restricted; that a large rural area will be deprived of satisfactory service not available from any other source; that objectionable interference will be cause, and that WFAA will be precluded from taking advantage of developments in the broadcasting art with respect to the use of 500 kw.

Plymouth Plans Spots

PLYMOUTH MOTOR Co., Detroit, a Chrysler division, will launch a series of transcriptions on a large number of stations to promote the 1937 models to be announced in November. J. Sterling Getchell Inc., New York, has the account.

STANLEY G. BOYNTON, former sales promotion director of WJR, Detroit, who recently went into the agency field in that city, has consolidated his accounts with those of the Charles A. Mason agency, Detroit, with offices in the David Stott Bldg., Detroit.

NBC will broadcast its *Tenth Anniversary Salute* to all its 101 associated stations on Saturday, Nov. 7, 12 midnight to 1. a. m.

Summer Slump Thing of Past As Time Sales Resist Trend

Usual Warm Weather Letdown of Former Years Is Avoided; Sales a Fourth Above 1935 Period

A DEFINITE end has been put to the summer slump of broadcast advertising, it was revealed in statistics for August advertising volume released by the National Association of Broadcasters. Radio advertising in August declined but 3.1% from the July level, or 11% less than during the corresponding period of 1935.

The August trend was in keeping with that exhibited during the preceding month, when a decline of 9.1% was experienced from the June level as compared to one of 11.1% during the corresponding period of 1935. Total broadcast advertising (gross time sales) during the months of July and August, and the eight-month cumulative volume are found in the following table:

	July	*August*	*Cumulative Jan.-Aug.*
		(in dollars)	
National net	3,832,320	3,776,885	35,791,181
Regional net	113,705	114,990	873,168
Natl. non-net	1,661,200	1,518,200	14,707,260
Local	1,625,000	1,584,600	13,657,470
Total	7,232,225	6,994,675	65,029,079

Broadcast advertising during the two months remained considerably above that of the corresponding period of the preceding year. Gross time sales in July were 23.4% above those of the corresponding month of 1935 while those of August were 24.1% above last year.

Summer Increases

GAINS during July were as follows: National networks, 20.9%; regional networks, 23.4%; national non-network advertising, 28% and local broadcast advertising 26.6%. August gains in the national network field were 28.5% over the preceding year. Regional network volume increased 38.6%, and local broadcast advertising 25.0%. National non-network business experienced the smallest increase in August, rising but 12.7%.

Broadcasting still compares favorably in rate of gain with other media. August national magazine volume rose but 15.2% and newspaper lineage increased 9.8% as against the 24.1% gain on the part of radio. National farm paper volume, however, made a better showing, increasing 38.5%.

Local and regional stations continued to show the greatest strength in non-network broadcast advertising during the summer, declines occurring in the clear channel and high powered regional field. The latter tendency was due principally to maintained network volume.

Southern non-network advertising was particularly strong during the summer, August volume being nearly twice that of the preceding year.

In the national non-network field, transcription volume tended to be strong in July, rising 27% above the previous year's level, but tapered off to a 7.1% gain in August over the corresponding period of 1935. The principal increase of interest in the national field during the latter month was a marked rise in announcement volume.

Local broadcast advertiser use of transcribed programs continued upwards, increasing 63.3% as compared to the previous August. The only increase of significance in the rendition field was a 9.6% decrease in national live talent volume. This was the first time in many months in which national live talent business has been less than that of the corresponding period of the preceding year.

Considerable strength was shown during the summer months on the part of many of the advertiser groups sponsoring radio broadcasting. Automotive advertising continued strong during July, though falling below the 1935 level in August in all fields with the exception of local advertising which registered a gain of 53.1%. Food advertising continued strong over all portions of the medium.

Local clothing advertising remained at a high level throughout both July and August.

National network beverage, confectionery, household equipment, and radio set advertising also experienced marked gains over the level of the previous summer.

Department store advertising in August was 9.7% greater than in July and 18.3% above that of August, 1935.

NBC Station Sales Up

WITH September revenues of $305,208 reaching a new high record of 81% over those of September, 1935, the 15 NBC-owned and managed stations reported on Oct. 20 that total spot and local time sales for the first nine months of this year have exceeded those for the entire year 1935. The figures, however, were released only for the first six months of this year, with comparisons with the preceding year. Total national spot and local revenues of the 15 NBC stations during the first six months of 1936 amounted to $1,792,317 as compared with $1,121,320 during the same period of last year, an increase of 60%.

More Than Half of 1936 Network Time Is Bought by Drug and Food Industries

FOR THE first nine months of 1936 the drug and food industries accounted for more than half the total time bought on NBC and CBS networks, their total being $21,506,890. The tobacco industry was the next largest customer with $3,465,644. Other industries spending more than a million dollars during the January-September period were: Automotive $3,437,491; petroleum $3,090,362; laundry soaps $2,221,188; miscellaneous items including political broadcasts $1,269,626; confectionery $1,153,672.

Both NBC and CBS reported slight losses in the drug industry billings, showing the effect of the policies inaugurated last year barring laxatives and other similar products. CBS drug revenues declined 10.3%, NBC, 3.7%. Accounts that signed off CBS during 1935 and 1936 were Jad Salts, Ex-Lax, Feen-A-Mint, California Syrup of Figs, Fletcher's Castoria, Eno Salts. With the exception of the last two items the products are being broadcast via transcriptions, with Mutual carrying the Feen-A-Mint program.

A number of automobile sponsors new to radio inaugurating programs this autumn. Already billings are ahead of 1935 by a wide margin and for the first time in radio history the "big three" General Motors, Ford, and Chrysler, are all using one or more network programs. In the petroleum field Atlantic Refining Co. is the newcomer responsible for the jump in CBS figures.

While Colgate-Palmolive-Peet programs from the NBC to CBS last January, the increased radio expenditure of Procter & Gamble for addition programs on NBC-Blue network more than offset this loss. In the tobacco field CBS has leads with Chesterfield, Lucky Strike and Camel cigarettes and Dills Best and Model smoking tobacco.

Expenditures on NBC & CBS network facilities by industries:

	NBC		*CBS*	
	Nine Months	*Nine Months*	*Nine Months*	*Nine Months*
Industry	*1936*	*1935*	*1936*	*1935*
Drug	$7,741,733	$8,045,367	$3,489,808	$3,893,259
Food	6,841,437	7,527,501	3,433,912	2,106,875
Automotive	1,940,603	1,127,528	1,496,888	1,633,439
Petroleum	1,896,851	1,801,182	1,193,511	740,653
Laundry Soaps	1,453,705	1,445,504	767,483	304,530
Tobacco	1,185,717	968,960	2,279,927	1,405,982
Miscellaneous	637,552	132,643	632,074	29,594
Radio	420,940	292,515	542,150	419,850
Financial	237,398	326,486	------	------
Paint	212,618	3,328	80,150	149,482
Stationery	193,224	15,744	------	300,543
Building	181,839	173,525	------	12,546
Confectionery	140,786	292,444	1,012,886	582,473
Clothing	137,521	239,250	------	10,111
Office Equipment	132,096	------	261,800	105,004
House Furnishings	127,317	101,186	177,816	335,258
Jewelry	110,300	37,537	500	------
Machinery	59,862	------	36,990	8,494
Schools	58,752	31,044	------	------
Shoe	54,002	------	32,705	53,210
Travel	26,640	44,680	------	1,470
Brewing	9,250	209,939	111,570	------
Garden	------	15,048	------	6,152
Sporting Goods	------	------	------	------
Totals	$23,800,143	$22,830,411	$15,550,070	$12,098,925

Radio Series Used By Republic Steel To Obtain Dealers

Sixty-Station Campaign For Its Fences Begun in Midwest

TO ANNOUNCE its entry into the farm field, with a line of farm fence, barbed wire, studded "Y" posts, metal roofing and similar products, Republic Steel Co., Cleveland, is broadcasting two daytime programs weekly over 60 Midwest stations, covering the farm country from Minnesota to Arkansas and from Indiana to Nebraska, and is using space in a dozen farm magazines. The program is a 15-minute WBS transcription, titled the *Musical Almanac* and features Sally Foster, songstress, the Maple City Four, and Vic Smith, radio philosopher and commentator.

The *Republic Musical Almanac* has a dual purpose, according to R. G. Simmons, radio director of Meldrum & Fewsmith Inc., Cleveland agency in charge of Republic advertising. "We were up against the immediate necessity of securing dealers for this account," Mr. Simmons said, "and it was decided that radio could be a big help to Republic in securing actual dealers.

Drawing Dealers

"IN OTHER WORDS, in addition to using radio and farm papers to reach the consumer, we figured that the addition of local stations to this campaign would prove interesting enough to dealers to have them want to tie in with Republic. While the program has been running only two weeks, I think our idea in this respect is working out and the local radio stations will play an important part in advising the trade of Republic's entry into this field.

"We are offering as a prize to 400 listeners each week a saucepan made of Republic's Endura stainless steel for the best thought of the day, verse or joke. We are offering a photograph of the complete cast of the program to anyone writing in."

The program is being merchandised to the trade with broadsides describing the campaign in detail. Mats and photos of artists are available for use on radio pages of local newspapers. The stations are KELD, KUOA, KFPW, KTHS, KBTM, KLRA, KOTN, KCMC, WJBC, WCAZ, WLS, WJBL, WMBD, WTAD, WROK, WCBS, WDZ, WHBU, WTRC, WOWO, WIRE, WFBM, WLBC, WSBT, WBOW, WMT, KRNT, WHO, KSCJ, WOC, WKBB, KFJB, KFNF, KMA, KGDE, WCCO, KSTP, KROC, KMOX, KMMJ, KGFW, KFAB, WJAG, WOW, KFYR, WDAY, KFJM, KLPM, KABR, KGDY, KSOO, KWTN, WNAX, KFIZ, WTAO, WCLO, WKBH, WIBA, WOMT, WTMJ, WHBL.

Max Factor Foreign Discs

MAX D. FACTOR Co., Hollywood (cosmetics) has transcribed 52 musical programs with film stars for Latin American countries. Studios of Recordings Inc., were used. The distribution to stations in more than a score of Spanish speaking countries will be handled by the sponsor's sales department.

KFRU
Operating on
630 Kilocycles
1000 Watts
500 Watts Nighttime

KFRU
COLUMBIA, MO.
is owned and operated by The ST. LOUIS STAR-TIMES PUB. CO.

REACHING A POTENTIAL RETAIL SALES MARKET OF OVER $75,000,000

. . . . a Copy of "KFRU Reaches a $75,000,000 Market," Is Yours for the Asking . . . Address KFRU, Columbia, Mo.

or

National Representatives

WILSON—DALTON—ROBERTSON

Kansas City, Mo. 1329 Baltimore Ave. | Chicago 1530 Mather Tower | New York 250 Park Ave.

A Sales Message Over KFRU Covers the Center of Missouri

NAB Public Domain Library To Begin Soon, Says Baldwin

Announces 100 Hours Will Be Recorded Eventually; Claims Clearance of 1,600 Musical Selections

ANNOUNCEMENT of plans to begin recording a library of 100 hours of public domain music was made Oct. 23 by James W. Baldwin, NAB managing director, in a letter to his membership.

Being the long-awaited first step in Mr. Baldwin's three-phase plan for a Bureau of Copyrights within the NAB, Mr. Baldwin informed his membership of 400 stations that 16,000 public domain compositions already have been catalogued and will be available for conversion into the 100-hour transcription library. He said that a sample one-hour series will be sent to member stations. This probably will not go out for six weeks or two months.

The public domain library is the product of Edward J. Fitzgerald, who last June was appointed director of the Bureau of Copyrights within the NAB. He has been searching the Library of Congress files and has procured clearance of the 1,600 numbers which, Mr. Baldwin estimates, will make up the 100-hour complement. Special arrangements of these numbers are being made under Mr. Fitzgerald's supervision.

Offered on Cost Basis

In his letter, Mr. Baldwin asked stations to notify him whether they use lateral or vertical transcription reproducing units, so as to gauge the number of pressings to be made of the initial one-hour group. Work has not proceeded, it is understood, beyond the actual tabulation of the public domain compositions along with a few arrangements.

The plan is to offer the transcriptions to stations on a cost basis and the initial one-hour production will permit the NAB to estimate costs for arrangement, transcribing, talent, etc.

After Mr. Baldwin receives the returns from stations as to the type of transcriptions they use, it is his plan to enter negotiations for the actual recording of the music. This all will be done under the immediate supervision of Mr. Fitzgerald, it is understood.

The Bureau of Copyrights and the plan under which it is functioning, was evolved by Mr. Baldwin for the purpose of eventually ridding the broadcasting industry of its dependence upon ASCAP and other groups of copyright owners.

The 100-hour library, it is understood, would be only a part of the transcribed library planned by Mr. Baldwin. In addition to the 1,600 numbers which would be recorded by various types of talent, including leading bands and vocalists, much other public domain music is said to be available. Mr. Fitzgerald and his staff of two assistants are engaged almost daily, it was said, in searching Congressional Library files for clearance of public domain numbers. As rapidly as possible the work of making separate arrangements is going forward and the plan is after the initial installment of 100 hours to augment it gradually just as the commercial transcription companies do with their general library services.

All public domain music is non-copyrightable in that the copyrights have expired. As a consequence, it is unnecessary to pay tribute to ASCAP or any other copyright groups on such music. However, there are many numbers in the public domain licensed through copyright groups because of their peculiar arrangements, which are copyrightable. In devising the transcription library plan, the NAB Bureau procures the original scores of the public domain music and makes its own arrangements to conform with modern tempos and requirements.

The plan of the NAB envisions supplementing the public domain numbers, many of which are standard compositions played frequently over the air under various arrangements, with popular numbers procured direct from the authors or from their publishing houses. In such cases, the requirement for a royalty from stations necessarily would be waived.

Building a Reservoir

THE WHOLE theory behind the NAB copyright plan is that of building up a sufficiently substantial reservoir of non-copyrighted music to avoid future complications in the event of emergency such as developed when Warner Bros. publishing houses withdrew from ASCAP last January. Also, with a sufficient supply to tide them over, Mr. Baldwin contends it would be possible for the individual stations to bargain on a more effective basis with such organizations as ASCAP, against which there has been bitter complaint for a number of years because of the amount of royalties paid for music performing rights.

The plan outlined by Mr. Baldwin for his Copyright Bureau and subsequently approved by the NAB board, provided first that there be made available to broadcasters a complete index of active music compositions which are understood to total some 25,000. This work has not proceeded effectively because of purported lack of cooperation by ASCAP and also because the necessity of the data for the catalog has been somewhat obviated by the return of the Warner Bros. publishing houses to the ASCAP fold.

Instead, work has been concentrated on the second phase of the three-point plan, or that having to do with public domain music and with the creation of the standard transcription library.

The third phase, which looks to the future, covers the creation of a system of making available to the industry copyrighted music on a "measured service" basis. This, however, is designed to follow completion of the initial phase. The broad plan for the creation of the Copyright Bureau within the NAB looks also to the possible setting up of a separate corporation to handle copyrighted works for radio.

At the NAB convention held in Chicago in July, the membership adopted a resolution approving action taken by the board of directors in favor of the Baldwin Bureau of Copyright plan and at the same time urged the NAB membership to support wholeheartedly the three-point program.

Mr. Baldwin declared he could not comment upon the time required to record the 100 hours. That, he said, depended largely upon the speed with which he was able to negotiate recording contracts and talent arrangements.

The one-hour sample, however, is expected to go into production as soon as replies are available from the stations as to the type of recordings they use. The NAB thus will be in position to gauge the number of pressings they will need for each type of recording.

The NAB Letter

THE NAB letter to its members on the proposed transcription library follows:

The Bureau of Copyrights of the NAB is prepared to start production on an electrically transcribed library of 100 hours of public domain music. After three months of preliminary work, 1,600 musical selections (approximately 100 hours of service) have been actually judged public domain. The work of making modern arrangements of this material is steadily progressing.

Public domain music includes much of the best music in the world with the exception of the so-called popular music. The Bureau of Copyrights has carefully selected the 1,600 compositions with the practical view of recording all the various standard musical program ideas, performing only music that has a constant usage on broadcasting stations. However, there has been added, in limited amounts, world famous music hitherto not generally available for radio.

In addition, a few new popular selections are included as they are found worthy.

It is the intention of the Managing Director to send a sample of one complete hour of transcribed music to each station, which will clearly demonstrate the high quality of the transcriptions, from the viewpoint of talent, practical usage and mechanical perfection; and furnish a yardstick for calculating costs per subscribing member.

Will you, therefore, please advise us concerning the type of reproducing (lateral or vertical) unit in use at your station.

Automatic Bouncer

HARRY S. STONE, general manager of WSM, Nashville, has devised a "Drive-it-yourself Announcer Audition System" (with apologies to the Col. and Budd) that works like a charm. After a would-be announcer files an application blank, he is placed in front of a microphone and given the standard test. No one listens to the audition. It is recorded and then played back for the applicant. If he still thinks he ought to be an announcer, then further tests will be given. However, to date no one has asked for more—in each instance the would-be McNamee-Vonzell-Husing has made for the nearest exit and back to the ribbon counter, shoe shine boy.

Don Lee-MBS Sessions

FOUR executives of the Don Lee Broadcasting System, headed by Thomas S. Lee, president, were in New York during the week of Oct. 19 to discuss with Mutual Broadcasting System executives arrangements in connection with its alliance with MBS beginning Dec. 29. The Don Lee network now serves as the CBS Pacific Coast adjunct but will conclude that arrangement at which time CBS will divert to KNX, Los Angeles, and KSFO, San Francisco. In addition to Mr. Lee, others in the group were William J. Gleason, secretary-treasurer of Don Lee; Willett J. Brown, assistant manager of KHJ, Los Angeles, and Harold Peary, chief engineer.

Callahan Joins NAB

LEONARD DAVID CALLAHAN, Department of Justice attorney, on Oct. 26 joined the NAB as assistant to James W. Baldwin, managing director. A native of Terre Haute, Ind., Mr. Callahan joined the Department in 1930 when Mr. Baldwin was its chief clerk. Upon graduating from National Law School in Washington in 1933, he was transferred to the Attorney General's office as an attorney. He was graduated from the University of Indiana in 1930 and is 30 years old.

Advertising at 60 Cents on the Dollar Can Be Bought Under New Federal Tax

CONCERNS which appropriate advertising funds from net income can purchase their advertising at a 40% reduction, according to an analysis titled *The New Federal Tax Law, How It Affects Your Net Profits and Advertising Costs*, prepared by Sterling Advertising Agency, 70 W. 40th St., New York.

Since "drastic penalties" under the corporate tax law automatically reduce the amount of surplus which many corporations would normally leave in their business as a protection or "cushion" to their future welfare, says the agency, "it is essential that all such corporations consider what measures they can take to serve as a substitute protection. The answer is advertising promotion, which, intelligently handled, will not only hold or increase the prestige of the corporation advertising, but will increase sales and profits."

It is explained that excess profits taxes are not included in calculations, these taxes being added to the total of normal and surtaxes, where profits are greater than anticipated.

Here is a table prepared by the agency, showing how the 40% saving operates under the new tax law:

Net After Deducting N. Y. State Franchise Tax	Total Tax Before Adv. Expend.	Adv. Expend.	Net Tax After Adv. Deduc.	Adv. Actually Costs
$ 20,000	$ 6,508.00	$ 5,000	$ 4,561.26	$ 3,053.26
30,000	10,401.50	7,500	7,481.49	4,579.99
50,000	18,343.50	12,500	13,321.63	7,478.13
70,000	26,227.30	17,500	19,439.93	10,712.63
80,000	30,105.80	20,000	22,348.80	12,343.00
100,000	37,862.80	25,000	28,166.55	15,303.75
200,000	76,619.20	50,000	57,255.30	30,636.10
300,000	115,432.80	75,000	86,344.05	45,911.25

Tips on Shoes From the Fitting Stool

Store on Side Street, Featuring High-Priced Line, Builds Up Fast Turnover Using Only Radio

By MISS CARRO TRACE
Advertising Manager,
"Store Without a Name"
Fargo, N. D.

FEW would have the nerve that Jack Johnson had when he started a shoe department in a store located off the main thoroughfare in Fargo. There were handicaps galore confronting him. To overcome these barriers, he turned to radio. It was a bit slow at first, but when the campaign really got under way things began to happen and shoes — expensive ones — started to walk out on buyers' feet as fast as crates of new stock could be put on the shelves. And here is the way it was done.

WHEN Jack Johnson leased space for a shoe department in a new women's store that was about to open in Fargo, N. D., he knew he had more than the usual handicaps. His capital was limited; the location was on an out-of-the-way side street in a spot that had proven fatal to two former enterprises; there were already 16 other shoe stores in the town.

But a five-minute program over WDAY five days a week made his shoe department the second largest in the city in just one year's time. And best of all, the results have been achieved by promoting quality, not price.

Dickerson orthopedic shoes, retailing from $8.50 to $10.50, have been the foundation of the broadcasts since the beginning. They are not nationally advertised, and had not been promoted to any extent before in this particular territory. Practically all that women know about Dickerson shoes they have learned from the publicity given them since the store opened, and that publicity has been done by radio.

Always Breaking Records

IT TOOK several weeks of constant pounding to bring results at first, but within four months' time the sales of Dickerson shoes alone had jumped from 10 to 100 pairs per week, and now 150 pairs per week is the average at the height of the season. (These figures pertain only to Dickerson shoes, and do not portray the substantial increase in sales of other lines of shoes carried in the same department.)

Now, month after month passes by without an inch of newspaper advertising on Dickerson shoes. Yet the department consistently continues to break its own sales records. In December, when a lull in the shoe business is the general rule, Johnson's sales equalled those of last October and November, due to the fact that the broadcasts suggested these shoes for gifts. During the so-called "slump" months of July and August, the shoe department was going at a healthy pace, and far exceeded last summer's figures. Somehow, the radio program keeps the customers coming.

The daily talks, called *Tips From the Fitting Stool*, are written by the advertising department in cooperation with I. Locken, one of the shoe fitters, who also does the announcing. All are written just a few hours before the time of the broadcast, and thus are kept timely.

Much of the success of these talks can be attributed to the fact that they are given by an honest-to-goodness fitter, who is not only enthusiastic about the shoes himself (and sounds like it as he broadcasts) but who daily comes in contact with women customers who unknowingly drop many a hint for the subject matter to be used on the day following.

In the *Tips From the Fitting Stool* Dickerson shoes are tied up in one way or another with foot health, as it pertains to the everyday life of the different classes of listeners. It is difficult for them to comprehend fashion over the air, but from their own experiences they can appreciate the misery of corns, callouses, and bunions. Whether they are in the business world or keeping house, many of them have one thing in common—ailing feet. Their lives may consist of caring for children, canning, feeding threshers, gardening, shopping, waiting on table, finger-waving, or selling merchandise; but it's plain that they are anxious to learn how to get relief from their foot troubles.

Miss Trace

Authority on Feet

IT IS "relief" that is always stressed on the program, not "cure". Never are the merits of the shoes over-estimated. Sincerity in all the talks has kept the confidence of listeners. Frequent suggestion that in extreme cases a foot specialist be consulted has retained the goodwill of the medical profession, and admission that there are other good shoes on the market has broken down opposition from competitors. Women are constantly reminded that there is no need of sacrificing style to get foot comfort, if they wear the proper shoes, properly fitted. Price is never mentioned. In other words, the program is promoting foot health in a wide-open field where it has never before been emphasized.

The store has come to be known as an authority on feet and shoes. Homemakers' clubs ask for material for their meetings, and girls in home economics classes come in for information to be used in their studies. All of it amounts to invaluable mouth-to-mouth advertising for Dickerson shoes.

When business was at its lowest ebb in January, many people were snowbound. That time was chosen for a contest to check the audience. Two pairs of Dickerson shoes were offered as prizes, one for the best letter on "Why I Like My Dickerson Shoes" and one for the best letter on "Why I Think I Would Like Dickerson Shoes." It was open to all women. Every letter had to be sincere and original, but of any length desired. Each contestant was promised a free booklet on foot health, and a free foot exerciser.

The response exceeded all expectations. Letters poured in from a 125-mile radius reaching into four states and representing 500 different towns. All ages of women were included, from 14-year-old girls to a 76-year-old grandmother. The longest letter was 531 words, the shortest 22. In two weeks the department received 1,650 letters—375 from regular customers and 1,275 from new prospects.

Prospects, Then Customers

WHEN the contest closed, contestants were surprised to receive, in addition to the booklet and foot exerciser, a non-negotiable check for one dollar to be applied on the purchase of a pair of Dickerson shoes at any time during February and March. A big percentage of "prospects" who entered the contest made good use of this offer.

For several months the letters from the contest formed the basis of the *Tips From the Fitting Stool* talks. Many were read over the air in full, thus making the advertising itself doubly convincing. And because they were written by housewives, farmers, cashiers, teachers, stenographers, nurses, students, beauty operators, club women, and waitresses, each personal testimony made an impression on somebody—and sold more pairs of Dickerson shoes.

Naturally a radio program such as this would build up a tremendous out-of-town trade. As a result, a unique mail order system has been devised which enables even those listeners who cannot visit the store in person to be satisfactorily fitted in Dickersons.

This fall the shoe department branched out in its promotion of foot health to include the younger generation. The week before school started, it conducted a Free Foot Health Clinic for Children — the first of its kind in the state. Arrangements were made to have Dr. Melvin O. Lofthus, a local chiropodist who is vice-president of the North Dakota State Board of Chiropody Examiners, in the children's shoe department at specified hours each day. Mothers were urged to make appointments for examinations, and to have their children graded by the doctor himself on the following points: Mode of walking, fit of shoes, style of shoes, hose, posture, superficial defects, deformities and mechanical disturbances.

During the week of the clinic, *Tips From the Fitting Stool* was directed to mothers in such a way as to make them more concerned about their children's feet, with the result that in the few hours that Dr. Lofthus was in the store, he examined from 50 to 100 pairs of children's feet each day. Practically all of them bought, because their mothers had suddenly become vitally interested. All this was accomplished by broadcasts.

Thanks to radio, a poor location is not proving a handicap to the Johnson-Poole shoe company. With its daily *Tips From the Fitting Stool* it is educating people along the lines of foot health, and they are coming down a side street to get it.

KOOLS AND SPUDS TO GO ON NETWORK

LESS than a week apart the two leading makers of mentholated cigarettes, Brown & Williams Tobacco Corp., Louisville (Kool) and Axton-Fisher Tobacco Co., Louisville (Spud) will start half-hour programs on NBC-Blue network. The accounts were signed within a few days of each other by the NBC sales staff.

For Kools, starting Nov. 9, Jack Pearl, Cliff Hall, his stooge, and Tommy Dorsey orchestra will present the product's first network series, aside from sponsorship of two Kentucky Derby broadcasts. The program will be heard on 40 stations, Mondays, 9:30-10 p. m. Batten, Barton, Durstine & Osborn Inc., New York, services the account.

For Spuds, Ed Wynn and Graham McNamee will be back together starting Nov. 14 with a program on 35 stations, Saturdays, 8-8:30 p. m., with a repeat to the West Coast at 12 midnight. No orchestra has been announced. Last year Spuds used a two-station hookup (WOR, WGN). Young & Rubicam Inc., New York, is agency.

In its original plans Spud intended to use the NBC southcentral and southeastern groups as part of its NBC-Blue network, but Sealtest (National Dairy), which is on the NBC-Red network the same night 8-9 p. m. has these groups as part of its network. Hence RCA-Victor will record the *Ed Wynn* program off the air for Spud and place the discs on the 16 stations a week or so later. Of these 16 stations 11 have actually received signed contracts. They are: WJAX, WJDX, WAVE, WPTF, WSMB, WSM, WTAR, WMC, WAPI, WIS, WSB, WRVA, WSUN, WIOD, WWNC, WSOC.

MILLER PACKING Co., Oakland, Cal. (meat), thru Long Adv. Service, San Francisco, on Oct. 19 started a 13-week test campaign on KLX, Oakland, using spot announcements five days weekly.

★

FUNDAMENTALLY, the function of any broadcasting station is to give progressively better service to the radio audience.

Millions of the nation's radio listeners recognize WLW's strict adherence to this prime fundamental.

And WLW advertisers, by the results of their WLW campaigns, confirm WLW's service to its tremendous audience.

Free Urges Reps to Combine In Spot Promotion Campaign

Suggests Advertising Campaign to Educate the National Advertising Field on Use of Spot

Mr. Free

CREATION of a cooperative campaign by broadcast station representatives for promotion of spot broadcasting as a medium among agencies and national advertisers, was proposed Oct. 26 by James L. Free, president of Free & Peters Inc., and of Free, Johns & Field Inc., in a letter to 14 firms in the representation field.

Proposing that a cooperative advertising campaign, using leading trade papers and direct mail, be employed for the sole purpose of promoting spot broadcasting, Mr. Free suggested that each station representative contribute in proportion to the number and size of the stations represented—possibly on the basis of published national rates for each list of stations.

The 14 firms, each having eight or more stations, represent a total of 225 stations, Mr. Free brought out. If each representative would contribute a monthly amount equal to 10% of the quarter-hour rates, the fund would total $1,363.09 per month, or $16,357.08 per year. "With such a fund, or even half that much, we could make a nice start on a promotion campaign that would benefit the stations, ourselves, and the industry," he said.

Will Call Meeting

MR. FREE asserted that if six or more of the representatives agree to his plan, he will call a meeting in New York, each firm to be represented by one man will full authority to act. At this meeting an advertising agency would be chosen and cooperating firms asked to contribute ideas for a year's advertising campaign. Then about a month later a second meeting would be held to consider the advertisements proposed for the entire campaign. No further meetings would be planned unless some contingency developed.

Mr. Free's letter went to the following firms: John Blair & Co., Craig & Hollingbery Inc., Free & Peters Inc., Free, Johns & Field Inc., Furgason & Aston Inc., Hearst Radio Inc., Joseph Hershey McGillvra, Edward Petry & Co. Inc, William G. Rambeau Co., Paul H. Raymer Co., George Roesler, Westen, Frykman & Allen, Weed & Co., and Wilson-Dalton-Robertson.

Mr. Free brought out that from time to time efforts have been made to form an association of station representatives for various purposes, most of which have seemed rather vague and intangible. He declared that to him it seemed obvious that any plan of that order is doomed to failure since all previous efforts have failed. He added, however, that he felt the cooperative promotion plan was the one important way in which representatives could cooperate to the benefit of all, and with good hope of success.

"We are essentially competitors and we should be," Mr. Free's letter stated. "Many of us represent competing stations in certain markets. It would not be normal or proper for us to get together for frequent love feasts, nor to exchange leads and other information in connection with our sales work, much of which really belongs not to us but to the stations by which we are employed."

Declaring that individually representatives have done and are doing important constructive work which is resulting in a constantly increasing volume of spot, Mr. Free said that in addition some representatives are using a major part of their own trade paper advertising space to promote spot broadcasting. Much direct mail work along this line also is being done, he said. His own companies, he added, are vitally interested in contributing their share to the proposed cooperative effort to publicize spot broadcasting and to educate the national advertising field on its value as a medium and its proper place in every important advertising appropriation.

"It would seem equitable and fair to invite the representatives listed above to participate in a cooperative advertising campaign, using leading trade papers and direct mail, for the sole purpose of promoting spot broadcasting, with each representative contributing in proportion to the number and size of the stations represented," the letter continued. "What simpler and fairer method could be devised than determining each contribution by the published national rates of each list of stations?"

* * *

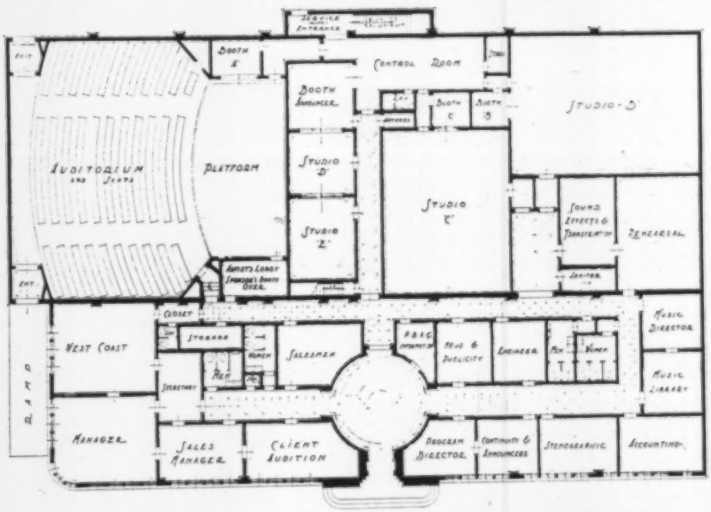
THE STATION representation business on the West Coast is still in the pioneering stage and far behind the development it has reached in the East and Midwest, according to James L. Free, president of the associated representative organizations, Free & Peters Inc., and Free, Johns & Field Inc., who has just returned to his Chicago headquarters from a six-week, 7,600-mile motor tour of the West.

"West Coast advertisers are for the most part network-minded," Mr. Free stated. "The networks established offices out there early in the game and have done a good selling job. But while there are a good number of prospects for spot broadcasting on Eastern stations, the representative must educate them before he can sell them.

"There is no over-the-transom spot radio business out there, no 'me too' selling, no competing for business to be placed in Cleveland or Buffalo, because there is no spot business originating in advertisers' or agency offices. Any spot business coming out of the West has been preceded by a lot of hard work on the part of some station rep who first sold the idea of spot radio, then helped the agency plan the campaign, and only finally got in his licks for his particular stations."

HEARST STATIONS EXPANDING

KEHE Starting on New Studios; KTSA Places New 5 kw. Transmitter in Operation

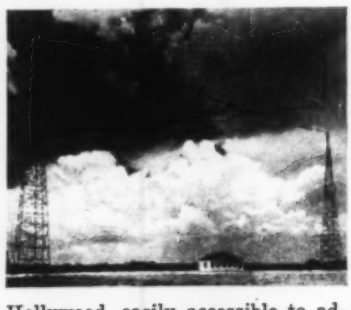


TWO important steps in further development of the Hearst Radio group of 10 stations were taken in October, with the dedication of the new 5,000-watt Western Electric transmitter of KTSA, San Antonio, and acquisition of a site for the new studios of KEHE, Los Angeles.

Already ground has been broken for the new KEHE transmitter building and 475-foot antenna near Washington & Adams streets, Los Angeles. Studios will be at 141 N. Vermont Ave., with frontage of 156 feet and depth of 135 feet.

A one-story front is planned for the KEHE studio, with a two-story rear to accommodate auditorium and studios (see architects drawing). Air conditioning, acoustical treatment by Acoustical Engineering Co. and elaborate furnishings are planned.

Each studio will have its associated control room, which will have direct contact with the master control. Special "green rooms" will be associated with the auditorium studio, which will include a client booth commanding back-stage, front-stage and audience view. The new studio building will be midway between Los Angeles and Hollywood, easily accessible to advertisers, agencies, artists and public.



Manager of KEHE is Clarence B. Juneau, with Arthur E. McDonald, sales manager; Ral Appleby, program director; Mayfield Kaylor, production head. Ford Billings is in charge of Hearst radio activities on the Pacific Coast.

CBS saluted the new KTSA transmitter (see photo) Oct. 4 with a special program and dedicated the program to the Hearst stations in the Southwest, which in addition to KTSA are KOMA, Oklahoma City; KNOW, Austin, and WACO, Waco, Tex.

Kleppner Forms Agency

OTTO KLEPPNER, for the last six years president of Small, Kleppner & Seiffer Inc., New York, has resigned to form his own firm, Kleppner Co. Inc., New York, effective Nov. 1, with offices at 551 Fifth Ave. Harvey A. Mayer, formerly in the publishing business, will become vice president and treasurer. On the same date, the name Small, Kleppner & Seiffer Inc., will be changed to Small & Seiffer Inc., with Albert Seiffer becoming president and Marvin Small secretary and treasurer.

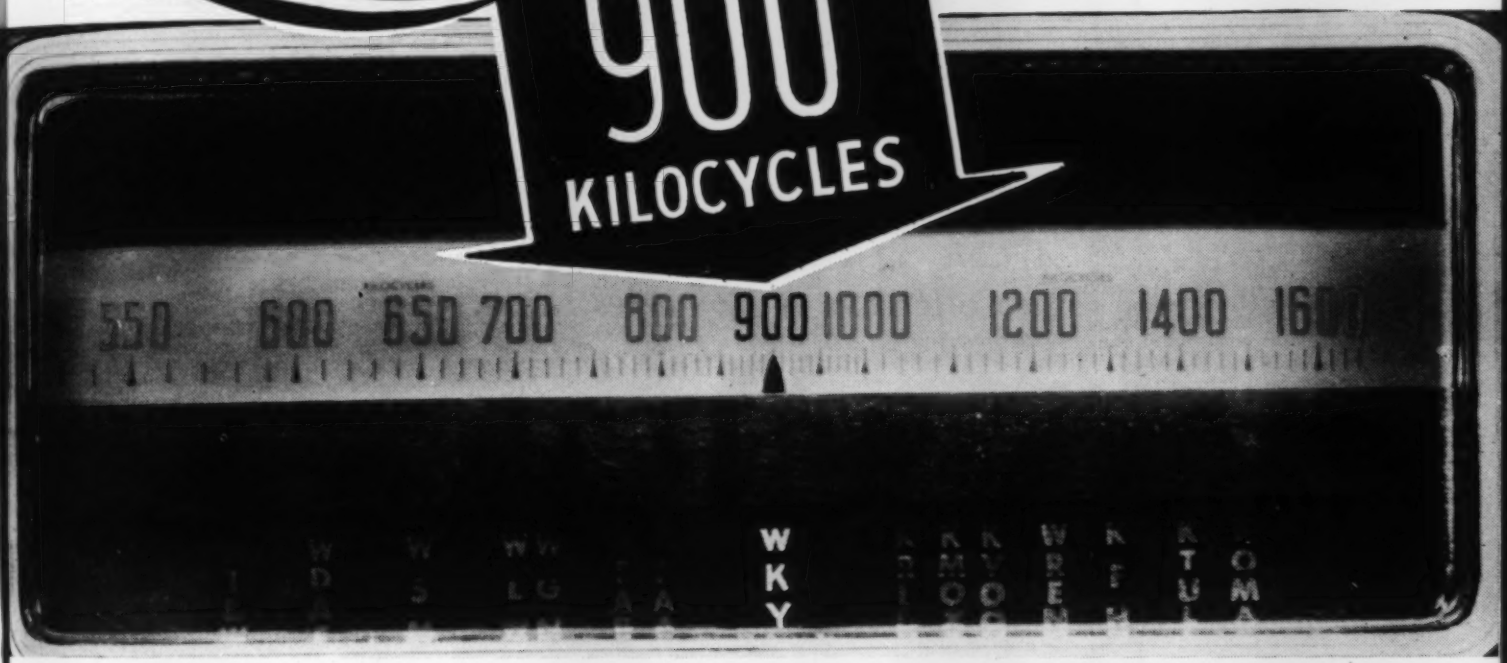
Morrell Adds Another

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), will sponsor Bob Becker, *Chicago Tribune* writer, in a series of quarter-hour talks on dogs, broadcast weekly in the evening over WGN, Chicago, beginning Nov. 10. This is in addition to this company's *Tea Time at the Morrells*, on the NBC-Red network, Fridays, 4-4:30 p. m. Agency is Henri, Hurst & McDonald Inc., Chicago.

KDAL Into Duluth

SOLD last winter to a group headed by Dalton LeMasurier, manager of KFJM, Grand Forks, N. D., the old KFGK, Moorhead, Minn., with 100 watts on 1500 kc., is scheduled to go into operation under the new call letters of KDAL at Duluth about Nov. 5. Mr. LeMasurier will be its operating head, with A. H. Flaten as sales manager, Dorothy PeKarna as program director and Robert A. Dettman as chief engineer, assisted by Rubert Nasland. Mr. Dettman, like Mr. Flaten, was formerly with KFJM. Mr. LeMasurier will remain with KFJM, University of North Dakota local which operates as a commercial, but will also be manager of the new Duluth outlet.

Another Vital Reason Why WKY is FIRST in Oklahoma!



One of the Sweetest Spots on the Dial!

● On its ideal frequency of 900 kilocycles, WKY smacks out a clear, strong signal over more of Oklahoma day and night than any other station.

More people in Oklahoma CAN listen to WKY . . . and more people WANT TO and DO.

Its superior programming and showmanship over a long period of years have made WKY-listening a statewide habit.

In the very near future, WKY is switching to its new transmitter with vertical radiator and boosting daytime power to 5000 watts. The walls of WKY's gigantic air-auditorium will be moved outward . . . listeners in the "back rows" will be moved closer to the stage . . . and clarity and fidelity of reception will be increased for all.

Put WKY on your schedule to put your product across in Oklahoma.

Affiliated with
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN

WKY · OKLAHOMA CITY

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA

National Representative
E. KATZ SPECIAL ADVERTISING AGENCY

NAB Sales Group Arranges Sessions

Perfects Organization, Plans National, Regional Meetings

WITH a national meeting of the Sales Managers Division of the NAB set for Jan. 18 in Chicago, and with several regional meetings scheduled in advance of that date, definite steps toward solidifying sales activities of stations and of perfecting methods of presenting and selling time are being made.

J. Buryl Lottridge, sales manager of KOIL, Omaha, and KFAB, Lincoln, chairman of the Division, announced Oct. 19 that tentative plans have been perfected for the first national meeting Jan. 18 at the Sherman Hotel, Chicago. It will be a one-day session. Among speakers tentatively scheduled are Bob Barrett, radio director of Blackett - Sample - Hummert Inc., Chicago, who will discuss general practices between stations and agencies, and Paul West, president of the Association of National Advertisers, who has been asked to discuss standard practices being successfully used by other media which might be applied to radio. A third speaker, yet to be selected, will be the advertising executive of a retail store in a medium-sized market.

Mr. Lottridge declared he expected a minimum of 100 sales managers and other station executives to attend the session, the first since the Division was formed last July in Chicago during the NAB convention. It is expected that NAB President C. W. Myers, of KOIN-KALE, Portland, Ore.; NAB Managing Director James W. Baldwin, and H. K. Carpenter, WHK, Cleveland, commercial committee chairman, will attend.

Sectional Meetings

FOUR of the sectional branches of the Sales Managers Division already have designated dates for meetings. The Northeastern Section, comprising executives of stations in 17 states and the District of Columbia, has scheduled a meeting at the Lincoln Hotel, New York City, for Nov. 10. Chairman of this section is E. Y. Flannigan, commercial manager of WSPD, Toledo. In a communication to stations in his area, he pointed out that although the meeting will take up only problems concerning the activities of sales managers or commercial managers, it is open to operators or executives of small stations who also look after sales.

The North Central Division, headed by Craig Lawrence, KSO commercial manager, has scheduled its meeting for Nov. 10 in Chicago at the Sherman Hotel. States in this group are Nebraska, Iowa, Illinois, Wisconsin, Minnesota, North Dakota and South Dakota.

The South Central Division, of which Jock O. Gross, KWKH commercial manager, is chairman, has scheduled its meeting for Nov. 9 at Oklahoma City. Neither the Southeastern Division, of which Mallory Chamberlin, WMC-WNBR, commercial manager, is chairman, nor the Mountain Division, headed by D. H. Vincent, KSL, commercial manager, has decided upon the date or place of meeting.

The Pacific Coast branch will hold a session Nov. 20 in San Francisco. The Pacific Coast chairman is Hugh M. Feltis, commercial manager of KOMO - KJR, Seattle. States in this group are Washington, Oregon, Nevada and California.

Topics suggested by Mr. Lottridge for discussion at the sectional and national meetings were dual rates; local selling methods and service; national selling problems; maintenance of rates; bulk time sales and per-inquiry and contingent business.

Those who attended the executive committee meeting in Chicago Oct. 15 at which the national meeting plans were devised were Messrs. Lottridge, Chamberlin, Flanigan, Bondurant, J. Leslie Fox, KMBC; Lew Bondurant, WHO, and Bill Kline, WLS, the latter having been designated to handle the advance arrangements for the Chicago session.

Lava Soap Tests

PROCTER & GAMBLE Co., Cincinnati (Lava soap), is testing a juvenile serial, *Davey Adams*, on WBBM, Chicago. Program was started Oct. 12 and is aired 5:45-6 p. m., Monday through Friday. Agency is Blackett-Sample-Hummert Inc., Chicago.

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars), is using daily spot announcements on WBZ, Boston, in a test campaign placed through H. W. Kastor & Sons Adv. Co. Inc., Chicago. This does not affect any of the other advertising of the Williamson Co., which is handled by John H. Dunham Co., Chicago.

TWO promotion pieces of NBC have been honored by American Institute of Graphic Arts and are on exhibit in New York at the Galleries of the Architectural League. The books are *Straight Across the Board* and *The Good New Summer Time*.

Bond Bread Drive

GENERAL BAKING Co., New York (Bond bread), during the week of Nov. 2 will launch a series of 60 daytime one-minute WBS transcription announcements, three a day, five days a week, in a special spot campaign throughout the New England states. Stations are WNAC, WBZ - WBZA, WTAG, WNBH, WTIC, WDRC, W1XBS, WICC, WELI. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Zerone Selects List

E. I. DUPONT de Nemours & Co., New York (Zerone antifreeze), on Oct. 26 started a series of station breaks on 10 stations. A total of from 26 to 36 announcements will be made on each station on the list, which includes WNBF, WNAC, WGR, WKRC, WHK, WTIC, KOIL, WJAS, WWVA, KFH. This schedule supplements the program now heard on a special hookup of WABC, New York, and WCAU, Philadelphia. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Laco Products on CBS

LACO PRODUCTS Inc., New York (cosmetics), subsidiary of Pompeian Olive Oil Corp., on Oct. 20 started Mabelle Jennings, commentator, in a new series on 12 CBS stations along the eastern seaboard, Tuesdays & Thursdays, 1:15-1:30 p. m. Miss Jennings does a roving reported assignment from the streets of Washington. Joseph Katz Co., Baltimore, has the account.

Activity of Performing Artists Withers In Collection of Royalties From Radio

EFFORTS OF the two recently-created performing artists organizations, which evidently aspire to emulate ASCAP in collecting royalties for performance of recorded renditions over the air, have shriveled amazingly in recent weeks.

With much ado, the National Association of Performing Artists and its sister organization, the American Society of Recording Artists, last summer began a series of suits aimed at performance of records over the air. The latter organization proposes to license stations for performance at fees ranging from 5 to 15 cents per side, depending upon the size of the station. NAPA, however, does not, so far as known, seek license fees but simply proposes to establish its claim of the right of recording artists to their particular types of rendition.

Thus far, the only decision procured in any case brought by the recording groups was that of the Court of Common Pleas of Philadelphia, an inferior court, which held that WDAS, Philadelphia, should be permanently enjoined from the performance of records made by Fred Waring, orchestra leader and president of NAPA. The three-judge court sustained the findings of the single judge who sat on the original case, but the case has not yet been heard by an appellate court. The NAB participated in this case and is planning an appeal.

Six Postponements

A RECAPITULATION of current litigation reveals that last July NAPA filed a suit against WHN in the New York Supreme Court alleging that the station be enjoined from broadcasting any of the records of Frank Crumit. Simultaneously, NAPA secured an order from the court to compel the station to show cause why an injunction should not be granted immediately and this motion was returnable on July 15. The station, due to the short notice, asked for additional time and this was procured through arrangement with Maurice J. Speiser, NAPA counsel. On Aug. 5, when WHN was prepared to proceed with the argument on the motion in opposition to a temporary injunction, Mr. Speiser asked for a postponement and continuously since then has sought postponements, the last having been from Oct. 21 to Nov. 18. All told, he has sought and procured six such postponements.

According to competent observers, it appears that NAPA is unwilling to go ahead with its WHN suit. Moreover, it is pointed out that the delay of over three months by NAPA is proof that a temporary injunction is not necessary. The thought is that NAPA wishes to rely upon the favorable decision it procured in Philadelphia, even though an inferior court, rather than risk an unfavorable action in a court of the standing of the New York Supreme Court.

While NAPA and ARSA are separate organizations, their memberships are overlapping and it is generally felt that they are working in collaboration. One theory advanced is that NAPA is attempting to break the ground to prevent performances of phonograph records while ARSA is set up as the collection agency for such performances.

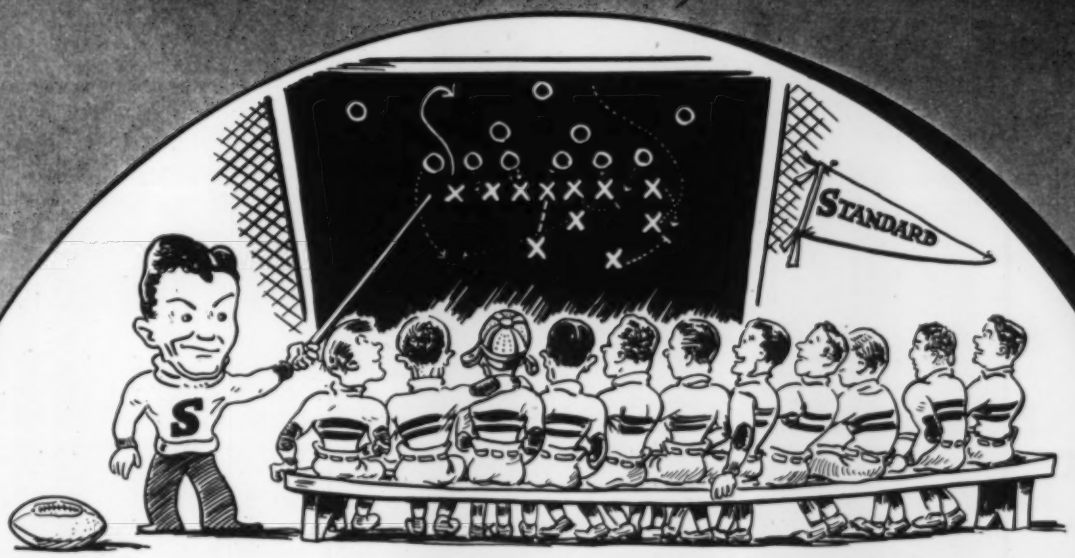
As for other litigation brought by these organizations, in the suit of Paul Whiteman brought in the United States District Court for the Southern District of New York against WNEW, New York, nothing has happened since early September.

In August, NAPA filed a suit in the Circuit Court in Chicago against WGES, claiming that it had performed an Abe Lyman number and requesting an injunction and an accounting of profits together with $5,000 damages and costs. An immediate injunction was asked but denied by the court when the station offered to give Lyman's counsel a letter that it would not play any more of Lyman's records. The present status of the case, it is reported, is that it will probably be referred to a Master of the Court for trial since NAPA indicates that it is not satisfied with the letter agreeing not to perform Lyman records. The attitude of the court in refusing a temporary injunction evidently surprised NAPA counsel. Another suit was commenced, this time in the United States District Court for Northern Illinois, in the name of Connie Boswell, asking for an injunction and costs and attorneys' fees. This suit was filed Sept. 15 and is being defended by WGES.

ARSA filed a suit in its own name in the California Superior Court, Los Angeles County, against KFWB last August, seeking an injunction and an accounting for the broadcasting of Jan Garber records. This case is being defended by KFWB which filed an answer Oct. 5. Another suit filed by ARSA in the same court on Sept. 23 against KFAC, Los Angeles, asked for an injunction and an accounting. This suit, also being defended by the station, involves records by Victor Young and Don Bestor.

Thus, it is concluded that if the procrastination of NAPA in the Crumit case is at all indicative, then it can be assumed that both NAPA and ARSA in the other cases will endeavor to delay as long as possible bringing the suits to the point where they may be decided by the courts.

★ SERVING OVER 200 *Leading* RADIO STATIONS ★



THIS PLAY SCORED 63 TIMES*
IN THE LAST THREE MONTHS!

STANDARD-to-Station-to-Sponsor—that's how this great play goes! It starts as a *lateral pass* from Standard Radio to the station manager who is looking for a Library Service and special features that have *real scoring ability;* then a *forward pass* to the *goal*—the sponsor's approval! How about *getting into a huddle* with us to learn how you can put yourself on the *receiving end* of this sensational play—*pass* us the word!

*63 new Standard Library Service subscribers within the last ninety days!

★

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

STANDARD RADIO INC

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

XUM

Gradual Increases in Station Power Seen

By SOL TAISHOFF

Protection of Clear Channels, Some Superpower, and Regional and Local Increases Expected to Result

MORE watts for stations of every class as part of an evolutionary plan to improve uniformly the technical service of existing stations—each situation to be considered on its own merits—appears a likely outcome of the "allocation hearings" held Oct. 5-21 before the FCC Broadcast Division.

Hard and fast rules which limit station assignments on various types of channels seen headed for abolition and new rules specifying minimum instead of maximum requirements are indicated. There is definitely the disposition to protect clear channel service for rural listeners, and at the outside, it is thought not more than five of the remaining 30 clear channels will be duplicated—most likely by request of the licensees themselves.

As the hearings concluded, it became increasingly evident that the sole basic problem encompasses superpower rather than clear channel duplication. On other technical points such as regional and local power increases where feasible, and changes in mileage and frequency separation rules, there was substantial accord.

Evolutionary Change

BETTER service to listeners through improved signal strength was agreed upon as desirable, and there was general sympathy toward raising the status of existing stations rather than the licensing of any appreciable number of new stations.

That the plan looks toward an "evolutionary" rather than radical change in the structure also is apparent. Considerable impression was made upon the Broadcast Division as witness after witness suggested that each situation be dealt with upon its own merits. Similarly, the argument that flexibility be observed wherever possible, also seemed to be well received.

A maze of policy decisions must be made by the three Broadcast Division members, largely dealing with the conflict over superpower. Because of implications of economic effect upon all classes of stations and crys of monopoly and destruction, the Division will give deep thought to the subject before it rewrites the rule which limits power on clear channels to 50,000 watts.

It is generally conceded, and openly admitted by the Clear Channel Group itself, that there is no thought of having the remaining 30 clear channel stations populated by 500,000 watt stations. But the Group, representing 13 of the most important stations in the nation under independent ownership, seeks to have the way open for such power increases, to be assigned as the FCC may see fit upon individual showings.

Looked upon most favorably are the licensing of several additional 500,000 watt stations at interior points where they can serve substantial rural areas. WLW is regarded as an example of what such power can do, having proved the efficacy of superpower, without interference, during the last two years. Thus, along that line of reasoning, it is considered highly probable that interior clear channel stations will be accorded first consideration, should the FCC decide to remove the barrier.

Much less likely, it appears, is the allocation of 500,000 watt assignments to clear channel stations in such cities as New York, Chicago, Los Angeles and San Francisco. That is because in the former two cities there are four clear channel stations each, while in the others there are two each, listed as clear in the official records. For competitive reasons it is logical to expect that if one station in New York or Chicago procured the power benefits, the others naturally would seek it.

The onslaught by groups and interests against chain ownership of clear channel stations and purported "domination" or "monopoly" if they procure superpower, also has presented to the Broadcast Division a difficult problem, and one upon which it is expected to dwell at length.

A Half-Million Words

DURING the actual 13 days of hearings, the Division heard some 45 witnesses, among them leading figures in the broadcasting, engineering and other fields. Altogether, the transcript covered some 1,750 pages, averaging 300 words to the page. Thus it heard upwards of a half-million words of testimony, aside from voluminous charts and exhibits, as well as several days of slides exhibited on a motion picture screen designed to denote what has happened with radio transmission, and what would happen under various conditions or changes which might be made in the existing order of allocations.

To digest this record will take many weeks, it is stated by FCC spokesmen. More than likely, the three Broadcast Division members, who are charged with consideration of it, will discuss various phases of the problem intermittently before they get to the stage of drafting new rules. They will consult with the engineers, especially Chief Engineer T. A. M. Craven, and Assistant Chief Andrew D. Ring, the former having in effect conducted the FCC examination of witnesses at the hearings, while Mr. Ring has been assigned the allocation work since he joined the old Radio Commission in 1929.

A conservative guess would be that it will be March or April before the Division promulgates its proposed new rules and regulations, which will be designed to set forth the new order of allocation procedure. Hearings on the advisability of any or all of these regulations could be held upon proper request. Individual stations and other applicants then would be in the position of filing applications conforming with the new rules, and in that category, it is presumed, will fall the pending 14 superpower applications, originally set for hearing last September but which have been postponed indefinitely because of the general allocation hearings.

It is a good guess, therefore, that no important changes will be made without prior hearings in which each case will be probed. This would mark the first time such a procedure would be followed by the FCC or its predecessor Radio Commission, since in other proceedings it has held the hearings first and arrived at the policy afterward.

There is still the possibility, though remote, that the Division will decide to hear the pending 500,000 watt applications prior to issuance of the proposed new rules. In such event the decisions would not be announced until the new rules were in operation.

As for the fervent plea for horizontal increases on regional channels, and for improvement of the status of locals through power increases or through reduction of the crowding on such waves, it is expected that the limiting factor will be largely the degree to which those stations seek such changes. Presumably, the new rules will make possible use of higher power on both classes where technically feasible, but on the basis of individual merits.

Regional Increases

ON CERTAIN regional channels it is now possible to increase night power to 5,000 watts or even more, in the opinion of engineers. Two such channels—590 and 940 kc.—appear to be in that category, and it may develop that the Broadcast Division will authorize special 5,000 watt operation on them. One station—WOW, Omaha—already is operating day and night on 590 kc., with no known deleterious effects upon stations on the same or adjacent channels. The stations on 590 kc. at night are WOW, WEEI, Boston, and KHQ, Spokane. Nighttime stations on 940 kc. are WAVE, Louisville; WDAY, Fargo, N. D.; KOIN, Portland, Ore., and WCSH, Portland, Me.

Such other regional channels that might accommodate higher power without shifts in stations also conceivably could be included in such special groups. In other cases, however, where the channels are too heavily populated with stations to make possible the horizontal increases, or where all stations are not agreeable to the increases due to expense, the problem would be far more complex.

The same is substantially true in the case of locals, where 250 watts night power is talked about. Locals, according to their spokesmen, want sufficient power simply to cover their legitimate population areas, and they have asked for consideration in whatever the FCC may work out in the way of assignments, looking most hopefully toward graduation into the regional class, probably through provision of additional channels for them and the thinning out of stations on the existing six local channels.

It is entirely possible in the case of the regionals that a new station classification will be evolved. Because of existing limitations it may be necessary to afford certain regionals a protection of signal up to the two millevolt line only, with the result that power may be held down to 1,000 watts at night. In the case of regionals that are in position to increase power to 5,000 watts, protection may be afforded to the four millevolt line.

Similarly, it is a practical certainty that there will be a new classification of stations for the so-called "broken down" clears on which duplication exists. And it is just as certain that additional stations will be added to that classification because of part-time operation and lack of complete service to listeners.

Duplicated Clears

ON THE records, the 10 clear channels of the original 40 which have been duplicated are still called clear channels. Practically all of the duplicated assignments are on an "experimental" basis on the books. But some of them have been in progress for a half-dozen years and obviously are not experimental in any sense.

Such a subclassification for duplicated clears, it is pointed out, might be along the lines of suggestions advanced by CBS during the hearings in its proposed reclassification plan. This is reported in detail elsewhere in this issue and prescribes new classifications for clears, duplicated clears, regionals and locals.

While speculation over additional clear channels which may be duplicated is premature, it is more than likely that the three channels on which there now are time-sharing stations would fall into that category, primarily because the occupants themselves would seek it. These include 1140 kc., on which are assigned WAPI, Birmingham, and KVOO, Tulsa; 1160 kc., on which are WOWO, Fort Wayne, and WWVA, Wheeling, W. Va., and 1180 kc., on which are KEX, Portland, Ore., and KOB, Albuquerque. There probably would be involved the shifting of stations from one channel to another to procure maximum separations.

If such a change develops, it is evident that directional antennas would be employed on the channels. In each case the stations now are sharing time, and testimony was adduced at the hearings that such operation is uneconomic.

Of the full-time clear channel stations, those most vulnerable for duplication would be stations now

utilizing low power. There is one clear channel station using 5,000 and others are using 10,000 watts.

On other technical points raised, such as the FCC mileage tables which specify, for example, a 1,000 mile separation between regionals on the same channel, and on frequency separation as related to mileage separation, there likely will be changes. The weight of the testimony as to mileage tables was that they should be used simply as a guide and that actual assignments should be based upon such factors as attenuation and conductivity over particular areas. The rule requiring 50-kilocycle separation between stations in the same geographical area probably will give way to a 40-kilocycle separation in the impending new rules, since testimony was all in that direction. Improved receivers, it was argued, make possible such reductions in standards.

That the present standard which labels a signal of 125 millevolts as "blanketing" by a station, will be supplanted by one listing at least one volt as the minimum signal, appears likely also in view of testimony adduced. There may be other gradual changes in the technical rules governing antennas, transmitter locations and the like as a direct result of the hearings.

Each Broadcast Division member asserted, following the hearings, that they had proved the most enlightening within their experience. This was particularly the case with Chairman Sykes of the Broadcast Division, who has been identified with radio regulation since the original Radio Commission in 1927.

Although the function of revising regulations is purely the task of the Broadcast Division, comprising Judge Sykes, Commissioner Norman S. Case, and FCC Chairman Anning S. Prall, at one time or another every member of the FCC sat in. Telephone Commissioner Thad H. Brown, a former Broadcast Division member, and Telegraph Commissioner Irvin Stewart were present at practically all sessions.

COURT TO REVIEW KVOS NEWS CASE

ARGUMENT on the appeal of KVOS, Bellingham, Wash., from decision of the Circuit Court of Appeals of San Francisco holding the station had "pilfered" Associated Press news dispatches was scheduled before the U. S. Supreme Court the week of Nov. 9. The court last May granted the petition of KVOS for a review. At issue is the right of stations to broadcast press association dispatches once they are published in newspapers sold in the normal way.

Last Dec. 16, the Circuit Court of Appeals reversed on all scores the ruling of a year earlier by Federal District Judge Bowen of Seattle in the KVOS case. The review court held that "pirating" of press association news by stations was "unfair competition." Pirating, the court added, may well affect both subscriber and advertising income of member newspapers.

Listed as counsel for KVOS are former Senator C. C. Dill, of Washington, Kenneth C. Davis, Seattle attorney, and William H. Pemberton, of Olympia. A. P. counsel are John W. Davis, William C. Cannon and Harold W. Bissell, of New York, and Clinton W. Howard of Bellingham.

Engineering Standards Suggested By CBS FOR RECLASSIFYING BROADCAST STATIONS

DESIGNATION Proposed	DESIGNATION Present	Suggested Name	Maximum Number Night Stations	Night Mileage Separation	POWER (KW) Night	POWER (KW) Day	GROUNDWAVE PROTECTION (MV/M) Night	GROUNDWAVE PROTECTION (MV/M) Day
A	Clear	Clear	1	Unduplicated	50	50	5[a]	.1
B	Clear	Dominant Zone	1[b]	B-C 1500	5-50	5-50	.5[f]	.1
C	Clear and H. P. Regional	Restricted Zone[c]	2	B-C 1500 C-C 600	5-50	5-50	2[g]	1
D	Regional	Regional	5[h]	900	5	5	2[h]	1
E	Regional	Sectional	10	d	1	1-5	8[i]	1
F	Local	Local	60	d	.25	.25	4[i]	2

NOTES:
a—In some cases, when a power less than 50 kw is used, directional antennas may be unnecessary to provide the specified protection to another Class C Station.
b—This does not preclude addition of a Class C Station.
c—This does not preclude addition of Class E Stations if required protection is provided all stations.
d—Night separation to be determined by daytime groundwave interference.
e—Except for an adjacent-channel Class A Station, for which suitable mileage separations must be developed.
f—Protection to a Class B Station from a Class C Station.
g—Protection to a Class C Station from either a Class B or a Class C Station.
h—For 5 kw operation.
i—Based on F.C.C. skywave curves (second hour after sunset) of allocation survey and these assumed antenna efficiencies: A, B, C 200 mv/m per kw; D 175 mv/m per kw; E, F 150 mv/m per kw.

Grouping of Stations Into Six Classes Is Proposed by CBS at FCC Hearings

THE engineering surprise of the FCC allocation hearing came Oct. 16, when William B. Lodge, research and allocation engineer of Columbia, outlined to the Broadcast Division an entire plan for reclassification of broadcasting stations. He suggested new engineering standards all down the line under a plan that encompassed the setting up of six separate classes of stations. While it provided for clear channel stations, it nevertheless recommended against use of power in excess of 50 kw. at this time. Duplication on certain clear channels also was recommended, notably along the Eastern Seaboard, on the ground that such assignments were unfair to the West Coast. There would be two basically different types of duplication—one which would retain a dominant station and another which would mean less protection and use of directional antennas.

Mr. Lodge brought out that the plan recommended the granting of 5 kw. regional stations under certain conditions where the technical situation warranted. Local stations would be authorized to use 250 watts nighttime where they had daytime 250-watt assignments. The entire plan, he said, was based on the assumption that power cannot be increased without adhering to rigid engineering limitations. He said he believed the plan would work no hardship on any class of stations. Under cross-examination, Mr. Lodge said the plan was devised by the entire engineering department of CBS and had its approval. The detailed plan follows:

CBS Reclassification Plan

1. The purpose of a Class A (Clear) Station is to serve a widespread area of low population density in addition to a large metropolitan area. The association of a Class A Station with a large city should not obscure the fact that its assignment is established primarily for the listener within a radius of a thousand miles, and for whom it would otherwise be economically impossible to provide satisfactory service.

2. The purpose of a Class B (Dominant Zone) Station is to serve a considerable area of low population density and a large metropolitan area. Its skywave signal is intended to provide a satisfactory nighttime rural service within a radius of 300 - 400 miles and in all directions from the transmitting station. A non-directional antenna is permitted.

3. The purpose of a Class C (Restricted Zone) Station is to serve a considerable area of low population density and a large metropolitan area. Its skywave signal is intended to provide fairly reliable nighttime rural service within a radius of 300-400 miles but not in all directions from the transmitting station. A directional antenna is required. *NOTE: Combinations of either one Class B and one Class C or two Class C stations may be authorized to operate on a particular frequency. Two Class B stations will not be authorized to operate on the same frequency.*

4. The purpose of a Class D (Regional) Station is to serve a city or important detached center of population, in addition to the suburban and rural areas in its immediate vicinity. In general, the night service will not extend beyond the daytime range of the station.

5. The purpose of a Class E (Sectional) Station is to serve a smaller city or large town. During the daylight hours its range may include rather large areas, but after nightfall its service will include only that section in immediate proximity to the city or town.

6. The purpose of a Class F (Local) Station is to serve a small town or community. *NOTES: A station of lower classification will be authorized to operate on a channel used by stations of higher classification, provided: (1) The primary use of the channel on a national scale is not impaired thereby; (2) all stations involved (existing on potential) shall receive the protection specified by considerations of good engineering practice. A Class E or Class F station will be authorized to operate in a large area which can be completely served only by a station of higher classification.*

Before introduction of the reclassification plan, Mr. Lodge introduced a number of charts dealing with station coverage and radio propagation. In connection with the presentation of a map showing the soil conductivity of various areas, he pointed out that a 1,000-watt station operating in North Dakota can cover an area 40% larger than a 500,000-watt station in New England because of the difference in ground conductivity. On this score, he suggested that actual measurements supplant the FCC mileage separation tables.

The technical case for CBS was opened by E. K. Cohan, technical director, who appeared Oct. 16 to introduce Mr. Lodge. Mr. Cohan took issue with some of the contentions of the Clear Channel Group with respect to the statement presented when the hearings opened by William S. Paley, CBS president. These dealt primarily with superpower and clear channel coverage. He said that statements made in the presentation of Joseph O. Maland, vice president of WHO, Des Moines, for the Clear Channel Group, apparently were misunderstood because they had been separated from the context of Mr. Paley's presentation.

500 Kw. Promises BETTER RECEPTION

FOLLOWING delivery of his direct testimony [BROADCASTING, Oct. 15], President Lenox R. Lohr of NBC was subjected to cross-examination by Chief Engineer T. A. M. Craven and by Telegraph Commissioner Irvin Stewart. Responding to Comdr. Craven, Major Lohr said he doubted whether there will be 30 stations of 500 kw. at any time in the near future. Declaring that there undoubtedly would be a number of 500 kw. stations, he said that in his opinion they would improve rather than deteriorate service to listeners. He said he did not believe that 14 such stations would be excessive.

"If there are 30 stations of 500 kw. do you believe that the burden of additional cost of operation would affect new developments economically?" asked Craven.

"No," responded Maj. Lohr. He added that he felt that even with the burden of the costs of installing 500 kw. stations, NBC would be prepared to carry on any other new developments simultaneously.

Asked by Comdr. Craven to describe the function of a network, Major Lohr said that a chain renders a national service and is not therefore interested in local activities. The purpose of chain operation, he said, is to cover as many people over as wide a geographical area as possible.

To the inquiry as to whether 30 500 kw. stations would mean that they would become the principal means of distributing national network programs, Maj. Lohr responded that he did not believe, in the first instance, that there would be 30 such stations but that he felt that NBC will maintain substantially its present network whether or not such stations are licensed.

As to the effect of superpower upon smaller stations, Maj. Lohr declared he felt that a few stations might be affected adversely but

(*Continued on page 54*)

M'Kee Coordinator Of Music Industry

Former Gotham Mayor to Act As Czar for Publishers

JOSEPH V. McKEE, former mayor of New York City, on Oct. 22 accepted the position of coordinator of the music publishing industry and counsel for the Music Publishers' Protective Association, representing some 80% of the popular music publishers. The industry has been in the throes of a bitter competitive strife, in which radio performances have played no small part.

John G. Paine, MPPA chairman of the board, told BROADCASTING that for some time the industry has been considering hiring of a "czar", to function much in the same fashion as Judge Landis in the baseball field. In Mr. McKee they feel they have acquired such an individual.

Will Have Last Word

MR. McKEE was formerly a magistrate in City Court of New York, and at present is president of the Title Guaranty & Trust Co. In his new position he will be the final arbiter in all matters pertaining to the fair conduct of the industry. Such matters as song-plugging, paying of gratuities and of other favors to orchestra leaders and artists long have been deprecated in the music publishing field. MPPA also is the licensing body for transcription recording rights.

FOOTBALL FARE
WCCO Has 14 Weekly Series
Devoted to Gridiron

FOURTEEN broadcasts devoted to football are heard each week over WCCO, Minneapolis, in the heaviest schedule of grid programs in the history of the station. Five sponsors support the programs.

Bernie Bierman, coach of the Minnesota Gophers, is heard Sundays at 9:45 p. m. for General Mills when he outlines the "outstanding play of the week". A dramatization of the chosen bit of football strategy is heard with Babe LeVoir, former Minnesota all-American and all-star halfback, as narrator. Gluek Brewing Co. sponsors six evening programs and two daytime shows, Rollie Johnson, sports commentator, giving a sports review nightly and two programs Mondays and Fridays at 4 p. m., known as *Football for Women.*

For Huskies, General Foods presents *Huskies' Score Time* at 6 p. m. Saturdays with Byrum Saam, WCCO sports announcer, reading football scores. Royal Ziemer is heard Fridays at 10:35 p. m., sponsored by Nor'Way Anti-Freeze, with predictions of scores. Northwest Zone Chevrolet Dealers present a preview and review before and after the broadcasts of the Minnesota football games over WCCO and sponsor the out-of-town games. The 14th broadcast is that of the Minnesota game itself, although a U of M ruling prevents commercial announcements during that period.

WMCA, New York, on Oct. 26 increased its daily broadcast schedule an hour, now signing off at 2 a. m.

Murray to Run Radio on Business Basis He Says on Eve of Taking Canadian Post

By JAMES MONTAGNES

CLOSER cooperation between public service and commercial stations, no hard and fast rule on advertising content percentage, and security for the private stations—these are among the recommendations Gladstone Murray, general manager of the Canadian Broadcasting Corp., will make Nov. 2 when Canada's new radio setup goes into effect with a meeting of the board of nine governors, he stated in an exclusive interview with BROADCASTING in his temporary office in the Parliament Buildings at Ottawa.

Maj. Murray, who has just come to Canada from the British Broadcasting Corp., believes there are more worthwhile United States programs on the air than at present find an outlet over Canadian stations. If authorized by his board he will endeavor to bring more such programs to Canada, to be aired over Canadian stations, as he believes in building up the audience of Canadian stations.

Speaking over a coast-to-coast Canadian network from Ottawa the night of Nov. 2, L. W. Brockington, chairman of the board of governors of the new Canadian Broadcasting Corp., which officially comes into existence on that date, will outline its aims and intentions to the Canadian public. He will be on the air from 9 to 9:15 p. m. (EST).

Advertising Content

"WHILE no definite advertising policy has as yet been set by the board of governors," stated the new general manager, "we hope that it will not be necessary to have a strict rule on the amount of advertising on a program. When the advertiser, the commercial radio station, the advertising agency, all come to realize the Canadian Broadcasting Corporation's ideas on what type of advertising it will allow, it may not be necessary to bind the programs to 5% advertising content per hour as at present. There should be enough flexibility to suit individual cases.

"There will be closer cooperation between the public service and the commercial stations, and more security for these private stations. The Canadian Broadcasting Corp. stations will continue to compete with the commercial stations for advertising and sponsored programs. Competition is necessary to Canadian broadcasting.

"We shall also cooperate more closely with United States networks. I have had a very fine reception by United States officials, and we aim to bring more United States programs to Canadian stations, private as well as public service, while at the same time enlarging on the number of Canadian programs to be fed to United States nets. There is enough talent to put more fine Canadian programs on the air for international exchange."

Under the authority of the new act which brings the CBC into operation on Nov. 2, Maj. Murray explained, a modest program of new stations is allowed. There will be more money available to the CBC than the Canadian Radio Commission which it is taking over, since all finances from the sale of the annual $2 license will go direct to the CBC, less the cost of collection, about 10%. Last year 862,109 Canadian listeners paid their license fee. The former Commission had an annual income from the government of about $1,000,000.

High-power Stations

NEW STATIONS will not be built until a signal strength and program survey have been made of the entire Dominion. With these figures the reception of American and Canadian stations in the Dominion will be definitely known, and based on these facts new high-power stations will be placed where needed. Maj. Murray would not say what power these stations will be, but there will be no 100 or 500 kw. stations in the program. "We cannot afford that," he added. It has not yet been decided who will undertake the survey, but if there are no adequate services in Canada, outside help will be called in, he explained.

The touchy question of how much French will be put on the air, is to be examined afresh with a view to emphasizing French where the population is overwhelmingly French-Canadian, and English elsewhere. French-Canadian programs however will not be confined solely to Quebec, it being Murray's belief that regional isolation can best be conquered in Canada by the use of music from one section of Canada to another.

For three months at least there will be no staff changes, while the new general manager looks around and becomes acquainted with the men and women who look after the publicly-owned system. There will be a shifting around where necessary, but no wholesale dismissals are expected. Murray believes most of the staff will be found satisfactory. However, there will be additions, as even in his short stay in Canada he has found the staff undermanned.

"Broadcasting is a business, and must be run as a business. The British Broadcasting Corp. is run entirely apart from the government. Here the auditor-general will have a check on our expenditures, but we will have a free hand in spending the money where we see fit, as in any business, and it will be up to us to see that our financial administration is as efficient as in any well-run business," Murray stated in conclusion.

Five Defendants Freed

FIVE defendants in the $100,000 defamation suit filed by Governor Hoffman, of New Jersey, as a result of Boake Carter broadcasts for Philco on CBS during the Lindbergh kidnaping trial have been removed from the case by dismissal of papers in a decision handed down Oct. 23 in Trenton by Supreme Court Justice Bodine. The five are four Philco companies and CBS, which were found not to be doing business in New Jersey. Still defendants are Boake Carter, WCAU, Atlantic Broadcasting Co., and a New Jersey Philco subsidiary. Neither Carter nor CBS had been served with papers, Carter commuting to New York via undivulged means.

George H. Payne Investigates WLW

FCC Telegraph Member Takes Own Initiative in Matter

Mr. Payne

NOT content with his obvious effort to acquire headlines through an attempt to grill Powel Crosley Jr. during the allocation hearings before the FCC Broadcast Division, George H. Payne, Telegraph Division commissioner, has taken upon himself the task of investigating WLW program activities personally.

This become known Oct. 20 when it was learned at the FCC that Duke M. Patrick, counsel for WLW, had submitted to members of the FCC Broadcast Division correspondence relating to this situation. On Oct. 14, Abraham Miller, secretary to the Telegraph Commissioner, addressed a letter to Mr. Crosley in which he said he was "desired by Commissioner Payne to request that you send him the broadcasts of Alfred Gus Karger for the entire week beginning Oct. 5, 1936, as he finds in your testimony on rereading it statements that are not in accordance with complaints received at this office."

No Inquiry Authorized

THIS PROCEDURE evoked surprise in FCC circles since no investigation has been authorized by the Broadcast Division, of which Mr. Payne is not a member. Moreover, the regular procedure is for all requests for information of any character from station licensees to emanate from the secretary's office.

Lewis M. Crosley, vice president and general manager of WLW, on Oct. 16 informed Mr. Miller that Mr. Karger had made only one talk during the week in question, and that a copy of it would be delivered by Mr. Patrick. The talk proved to be an interview by Mr. Karger with Rep. Louis Ludlow (D.-Ind.) on the subject "A Constitutional Amendment for a War Referendum". Mr. Ludlow did most of the talking, with Mr. Karger simply in the role of interrogator. A reading of the transcript failed to yield any clue as to what the crusading commissioner was seeking.

In submitting copies of the correspondence to the Broadcast Division members, Mr. Patrick informed them:

"Due to the fact that the inquiry concerns a matter relating to the business of the Broadcast Division and was not transmitted in the usual manner, I am taking the liberty of forwarding to each member of that division copies of the correspondence between Mr. Miller and Mr. Lewis M. Crosley, acting upon behalf of the Crosley Radio Corp., together with a copy of the document which I am today submitting to Commissioner Payne pursuant to Mr. Crosley's direction."

LLOYD E. YODER, NBC western division press relations manager in San Francisco, is spending his weekends during the football season officiating as head linesman at various grid games.

900 NEW DEALERS IN ONE WEEK

Here's how WBZ-WBZA helped a mayonnaise and sandwich spread maker: A free sample offer on a fifteen minute daytime program brought several thousand replies from housewives telling whether or not their dealers carried the sponsor's product. With this information the advertiser's salesmen opened 900 new outlets in a week—typical results of a well-planned campaign over these stations!

WBZ
50,000 WATTS
NBC Blue Network
BOSTON, MASS.

WBZA
1,000 WATTS
NBC Blue Network
SPRINGFIELD, MASS.

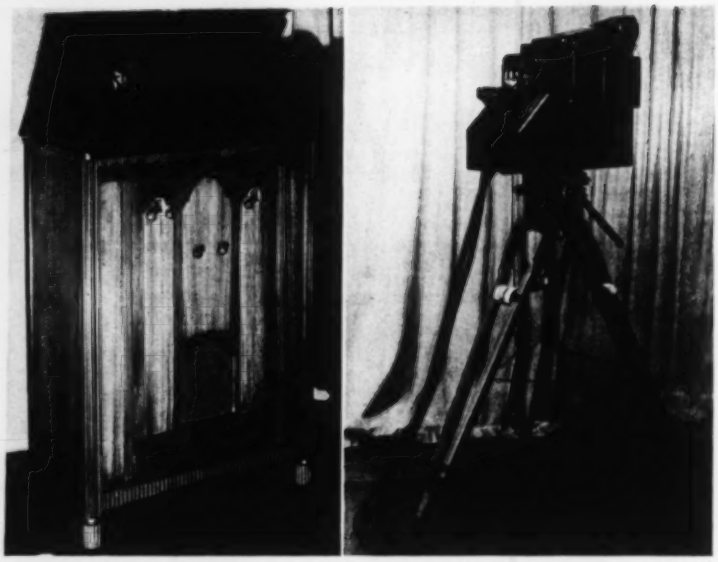
Completely programmed by NBC

RCA'S TELEVISION PUT ON EXHIBITION

LIFTING the veil of secrecy that has shrouded its experimental television broadcasts from the Empire State Bldg. to some 70 test model receiving sets in the hands of its officials and engineers in and around New York City, the RCA invited a party of FCC officials to view its transmission and receiving units Oct. 26 and has scheduled other demonstrations during the next few weeks. The FCC party went to the Empire State Bldg., to a receiving studio in the RCA Bldg. and to a hotel receiving studio about five miles from the Empire State Bldg.

In the FCC party were Commissioners Brown and Payne; Chief Engineer T. A. M. Craven; Andrew D. Ring, assistant chief engineer in charge of broadcasting; Fanney Neyman, attorney; David Deibler, attorney; Carl Arnold, assistant general counsel; C. G. Hill, chief engineer for the telephone investigation; Carl I. Wheat, associate counsel for the telephone investigation. They were welcomed by RCA President David Sarnoff and NBC President Lenox Lohr.

The demonstration will be repeated for the press, Nov. 6; for foreign broadcast officials, Nov. 6; for broadcast and advertising executives in New York for NBC's anniversary celebration, Nov. 8; for broadcasters, engineers, attorneys and others in the broadcasting field, Nov. 12. For the latter visit I. R. Baker, chief of transmitter sales of the RCA Mfg. Co., is issuing special invitations.



TELEVISION CAMERA AND PROJECTOR—These are the first official views of the basic apparatus used in RCA's television experiments and field tests now in progress from the transmitter in the Empire State Bldg. At left is the model sight-and-sound console-type receiving set, about 70 of which are in the hands of RCA officials and technicians in the New York area to check receptivity. At right is the Zworykin "Iconoscope" studio pickup camera, now used in the closed experiments being conducted in the special television studio set aside by NBC in Radio City. Additional technical details of RCA's television tests, still not open to the public or the trade, are carried in the July *RCA Review* published by RCA Institutes Inc., New York. A description of RCA's laboratory television was published in the Dec. 15, 1935, BROADCASTING.

British Dual Television Goes on Daily Schedule

LONDON'S dual television transmission service on Nov. 2 goes on a daily schedule under program auspices of the British Broadcasting Corp. A toss of the coin decided that Baird Television Ltd., one of the two systems employed, should start the service, which thereafter will be on the air from 3 to 4 p. m. and from 9 to 10 p. m. each day except Sunday. After the first day, the Baird and Electrical & Music Industries Ltd. systems will alternate, with receiving sets (televisors) now on the London market equipped to pick up either set of images.

The BBC first introduced television publicly when EMI and Baird displayed their receiving equipment, along with other manufacturers, at the recent Olympia radio show. Both types of transmission are from towers atop the Alexandra Palace, one of London's highest radiating points. The technical details are handled by the two companies in collaboration with BBC engineers, but the program work is all done by a special BBC television staff.

Exhibition of British Television Sets Shows a Trend Toward Direct Viewing

IN ENGLAND, where television receivers were exhibited at the recent Radiolympia, it was a case of every manufacturer for himself, with every receiver being different. Noted in most sets was direct viewing, according to *Wireless World* of London, with spectators looking straight into the cathode tubes instead of seeing the images reflected 90 degrees by a mirror.

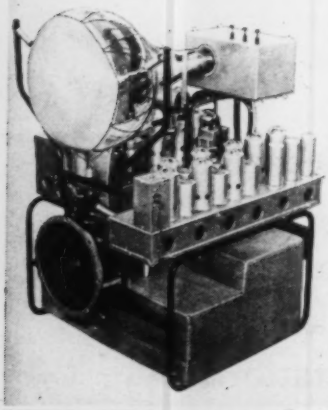
At the left (top) is the Pye television chassis, available in two models having the same vision chassis, one however having all-wave tuning. The picture is 9x11 inches in black and white and is viewed directly since the cathode tube is mounted horizontally.

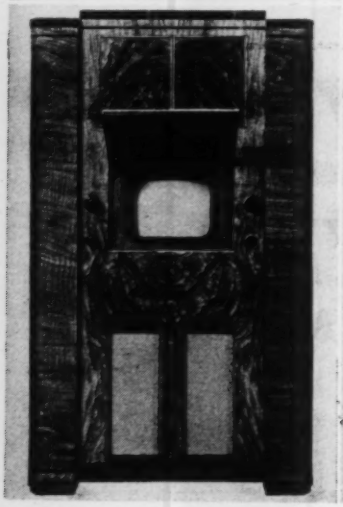
Underneath at left is the GEC receiver, also with direct viewing and including 22 tubes beside the 12-inch cathode, which is encased in metal. Viewing of the 7x9 inch black and white image is through a glass plate. Another employing direct viewing is the Philips receiver, second from left, with a 7x8½ black and white image.

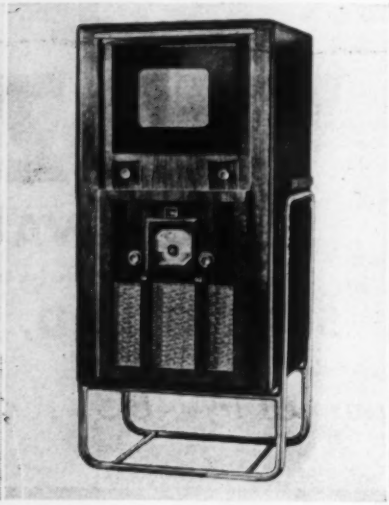
Third from left is a rear view of the Halcyon receiver. Vision and sound receivers are in the top compartment, with time-bases below and mains at the base. Seventeen tubes are used and the image is 6x8 inches, viewed horizontally.

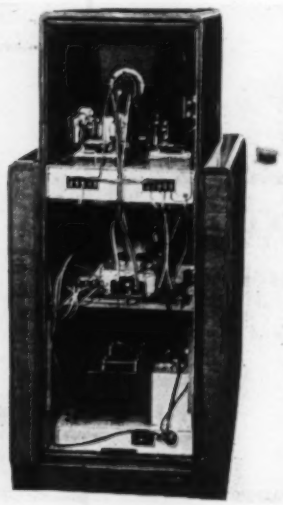
The Ferranti receiver, at lower right, is viewed directly and the image is "electric light" white, 7x9 inches. Two models are built, depending on the sensitivity.

Above the Ferranti is an HMV receiver in which indirect viewing is employed. Two models are provided, varying in sound equipment. Twenty-three tubes are used. The cathode-ray tube is 12 inches in diameter.



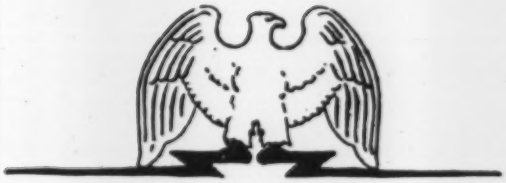






Photos Courtesy of Wireless World, London

THE trade name "televisor" has been adopted in England to designate television receivers. Italy has adopted the name "televisode".



TRANSAMERICAN will soon make an announcement of vital interest to those advertisers who realize that the program is the most important ingredient of successful radio advertising.

TRANSAMERICAN will have the exclusive right to offer program material of so revolutionary a nature that its significance as a means of producing sales will be instantly recognized. Like all fine things, this material will of necessity be limited to a very few. But those few may confidently expect sales results comparable to the best that radio has so far been able to deliver for any advertiser.

In announcing this new development, some of the "mystery" which has been attributed to this organization will be dispelled, and dramatic indication will be made of the important place which **TRANSAMERICAN** is destined to take in the broadcasting industry.

Transamerican Broadcasting and Television Corporation

John L. Clark, President

NEW YORK
521 Fifth Avenue
MUrray Hill 6-2370

CHICAGO
333 North Michigan Avenue
STAte 0366

HOLLYWOOD
5833 Fernwood Avenue
HOllywood 5315

WLWL Seeks WOV Facilities In New Move to Get Full Time

Paulist Station Would Withdraw Original Plan To Give CBS Second Outlet in New York

A NEW TWIST in the dizzy chain of events surrounding efforts of WLWL, New York Paulist Fathers' station, to procure full-time operation, developed Oct. 22 when the station filed with the FCC an application which would take away from WOV, New York Italian language station, its present facilities.

Simultaneously, the Paulists group filed a petition for leave to withdraw, without prejudice, its pending petition filed last January, seeking to have the FCC terminate the experimental full-time operation of WWL, New Orleans, and KWKH, Shreveport, La. It filed another petition seeking to withdraw its pending application for full-time assignment on the 810 kc. channel, on a sharing basis with WWL, this petition having proposed a "junior reallocation" in which the assignments of eight stations on five clear channels would have been affected, with the breaking down of two of the clear channels.

The newest turn of events would throw into the discard the original plans of WLWL to procure a full-time station in New York which in turn would have been leased or sold to CBS as a second New York outlet. It is still presumed, however, that should its new application bear fruit, and should it procure thereby a full-time assignment on the 1100 kc. channel with 5,000 watts, the station still would be leased or sold to CBS.

Original Plan Blocked

THE original plan, after several modifications, turned on the acquisition of WOV, part-time Italian language station operating on 1130 kc., by WLWL, for an agreed price of some $300,000, this money to have been advanced by CBS. However, Arde Bulova, New York watch manufacturer and owner of several stations, two months ago purchased WOV from John Iraci, its owner, for $300,000, and blocked the original Paulist plan in its entirety. He offered to take over the CBS end of the transaction whereby WLWL would become a full-time station in New York with 5,000 watts, but the Paulists refused, claiming Bulova was an unwanted interloper, and that they desired to do business with CBS.

Because efforts to dissuade Bulova failed, WLWL decided to take its new course. In its application, it requests a full-time assignment with 5,000 watts day and night on 1100 kc., which it now uses about one day a week. The dominant station on this channel is WPG, Atlantic City, which uses 5,000 watts power. The application requests that the FCC deny WOV a renewal of its license, after hearing, and assign the 1130 kc. channel on a full-time basis with 1,000 watts to WPG. This would open the way for WLWL to procure the full-time assignment on 1100 kc., and proceed with its plan of leasing or selling to CBS, with a guarantee of a certain amount of time for its religious programs.

There is some question about the status of the new application since it may be in conflict with FCC rules. These rules specify, in one instance, that an applicant may not withdraw an application for facilities and then refile for other facilities within a six-month or possibly a one-year period. However, this rule is said to apply specifically to cases of denials, and in the current situation, while a hearing was held last year on the WLWL "junior reallocation" petition, no decision has been rendered. Thus, this matter is held to be within the discretion of the Broadcast Division as to whether it will allow a withdrawal without prejudice.

In any event, it is likely that the right of the FCC to consider the application at this time will be challenged both on behalf of Mr. Bulova and Mr. Iraci. The FCC on Oct. 9 set the application for assignment of the WOV license from Iraci to Bulova for hearing on Nov. 16. That was because of the application of Rev. Edward Warner Chromey, of Brooklyn, Pastor of the St. Michaels Protestant Episcopal Church for the facilities of WOV. On Oct. 20, however, the FCC announced the voluntary withdrawal of this application.

In view of the Paulist application for the WOV facilities, it is still likely that a hearing will be held. But first the FCC must decide whether that application is in order under its rules. Should the FCC grant the petitions of the Paulists to withdraw without prejudice, it will then be in a position to make regular rather than experimental grants for full-time operation both to WWL and to KWKH—the former on the 850 kc., clear channel, and the Shreveport station on 1100 kc.

KSL Withdraws Consent

WWL, operated by Loyola University, a Jesuit school, has opposed vigorously the WLWL effort to "break down" its clear channel, through duplicated operation which would have resulted under the Paulist "junior reallocation" petition. While the petition originally called for such an arrangement, a compromise had been worked out whereby WLWL would have become a full-time station on 1100 kc., instead of doubling up with WWL, but this was never filed formally with the FCC. The purported "intrusion" of Bulova prevented the consummation of that arrangement and of the plan to sell or lease to CBS.

Adding to the fury of the whole situation was a Paulist complaint filed with the FCC several months ago alleging that WOV has been broadcasting obscene programs in Italian. This had its repercussions in Congress last session, but Mr. Iraci contended that the English translations of the plays broadcast in Italian were "colored" to make them appear improper. Presumably, the Paulists intend to rely upon these purported improper programs in their efforts to have the FCC delete WOV.

It was learned simultaneously that KSL, Salt Lake City, dominant station on the 1130 kc. clear channel, has withdrawn the consent it had given whereby WPG would have been permitted to operate full-time on that frequency under the original Paulist petition plan. It is understood, however, that this consent will be renewed in the event the new Paulist program receives approval.

In a nutshell, the new Paulist move proposes to short-cut its goal of acquiring full-time by having WOV deleted rather than purchased, and, if that is accomplished, to pursue its original plan of selling or leasing to CBS. The lease plan was for CBS to pay the Paulists about $30,000 a year for five years, renewable at five-year intervals, with a provision for the lease to run as high as $60,000 after the fourth year, depending upon WLWL earnings. The amount which would be paid for an outright sale, but with the provision for daily programs of some 15-minutes, with more time on Sundays for the Paulists, has not been divulged.

Plan for Full Time

TOGETHER with the new application, the Paulists, through their counsel, George O. Sutton, and James Kiernan, commercial manager of WLWL, filed a supplemental statement in which it outlined the manner in which it would be given full-time operation. The statement is as follows:

The applicant, Missionary Society of St. Paul the Apostle, requests unlimited hours of operation of 1100 kilocycles. It is requested that this be accomplished in the following manner:

1. The denial of renewal of license to Station WOV, International Broadcasting Corp. licensee.

It is requested that the renewal of license of WOV, International Broadcasting Corp. licensee, be called for and designated for hearing upon the issues of this application, and in accordance with the rules and regulations of the Commission.

2. The modification of the existing license of Station WPG, City of Atlantic City licensee, in the following respects:

Change the frequency from 1100 kc., part time, to 1130 kc., full time; the power of the station to be 5 kw. until sunset occurs at Chicago, and 1 kw. thereafter at night; and the use of a directional antenna to protect the normal service area of existing stations which may be involved as a result of the operation of Station WPG on 1130 kc., unlimited time with the power herein requested. Full details of the design of this antenna to be submitted by WPG.

3. It is requested that the application for renewal of license of Station WPG, City of Atlantic City licensee, be called for by the Commission and designated for hearing upon the issues presented by this application in accordance with the rules and regulations of the Commission.

Painless Moving

WJSV moved its "10,000 watts and 1460 kilocycles" from Alexandria, Va., just across the Potomac, into the Earle Building, Washington, on Oct. 22, its fourth anniversary as the CBS Washington outlet. Outside of the watts and kilocycles the moving job was simple, the station announced. The transfer was authorized by the FCC and followed lifting of the former zone quotas. During the anniversary program a birthday cake was placed on the sidewalk along with a portable microphone. Station breaks, which formerly mentioned Alexandria or "across the Potomac from Washington" have been changed to identify WJSV as a Washington station.

CBS SALES POSTS IN WEST FILLED

TWO IMPORTANT CBS appointments for San Francisco were announced Oct. 20 by Donald W. Thornburgh, vice president in charge of the network's Pacific Coast operations. Oscar Reichenbach, formerly associated with *Western Furniture Retailing* magazine in San Francisco, has been made the network's sales promotion manager, headquartered in that city. Reichenbach, who took over his new duties on October 26, was for a time on the staff of *Western Advertising*, Pacific Coast publication.

Henry M. Jackson, for the last six months sales manager of KFRC, that city, and on the station's sales staff for more than a year, has been appointed CBS San Francisco sales manager. His appointment is the third sales department post that has been filled by Mr. Thornburgh on the Pacific Coast during the past month. Other appointments were John Dolph, Pacific Coast sales manager for CBS headquartered in the Russ Bldg., San Francisco, and Harry Witt, veteran Southern California radio sales executive, named Los Angeles sales manager for the network. The new executives are well known in Pacific Coast radio and advertising circles.

Sale of KVOR, WOCL Sanctioned by the FCC

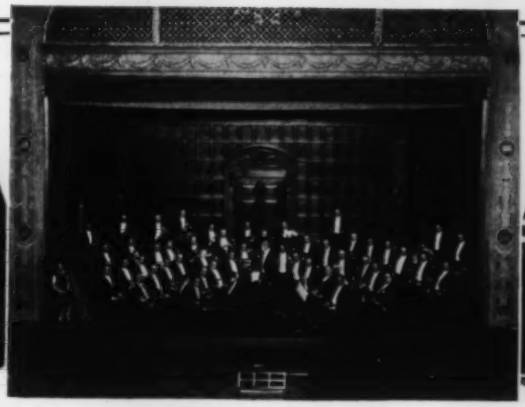
TRANSFERS of the ownership of two stations were approved by the FCC Broadcast Division Oct. 20 when it authorized the Out West Broadcasting Co. to purchase KVOR, Colorado Springs, and the James Broadcasting Co. Inc. to purchase WOCL, Jamestown, N. Y. The purchase price of the Colorado Springs station, it is understood, was around $80,000. The station, a 1,000-watt outlet on 1270 kc., was purchased from the Rev. S. H. Patterson, who has applications pending for a new 1,000-watt station on 1570 kc. in Denver and a new 100-watter in Cheyenne, Wyo. The Jamestown station, a 50-watter on 1210 kc., was purchased from A. E. Newton.

Stockholders in the Out West Broadcasting Co. are E. K. Gaylord, Herbert N. Peck, Edgar T. Bell and J. I. Meyerson, all officers, directors or stockholders in the *Oklahoma City Oklahoman* and *Times*, and all interested in WKY, Oklahoma City, and KLZ, Denver. Chief stockholder in the James Broadcasting Co. is Col. Harry Wilder, operator of WSYR, Syracuse.

Zenith on 60 Stations

ZENITH RADIO Corp., Chicago (receiving sets), the last week in October began a seven-week campaign, using WBS transcribed announcements on about 60 stations. H. W. Kastor & Sons Adv. Agency Inc., Chicago, is agency.

Orphans' Broadcast staged by children in Rochester orphanages.



Rochester Civic Orchestra, supported by music-minded Rochester. Carried by NBC Networks.

Rochester School of the Air now in its fourth year.

Election night scenes carried to WHAM's audience via short wave.

Curbstone Forum. The public airs its own opinions on local and world events.

WHAM's portable short wave transmitter visits the sideshows at Rochester Exposition.

Sports experts carry a word picture of events to listeners.

Star Class International Championship Regatta on the air.

FIRST IN *SHOWMANSHIP*

with 631,200* Radio Families

Rochester's **first** station is also **first** throughout the vast area it is able to serve by virtue of its clear channel and 50,000 watts.

Wherever attention is focused, there you will find a WHAM microphone!

FIRST in Rochester!

FIRST in the Rochester TRADING AREA!

FIRST and **ONLY** in its own "AIREA" of 631,200* Radio Homes!

*** Shown by NBC System of Audience Measurement by "Aireas."**

Owned and Operated by the

Stromberg-Carlson Telephone Manufacturing Co.

ASSOCIATED NBC

New York
Craig and Hollingbery, Inc., 250 Park Avenue

Chicago
Transamerican Broadcasting and Television Corporation, 333 North Michigan Avenue.

50,000 WATTS

1150 KILOCYCLES

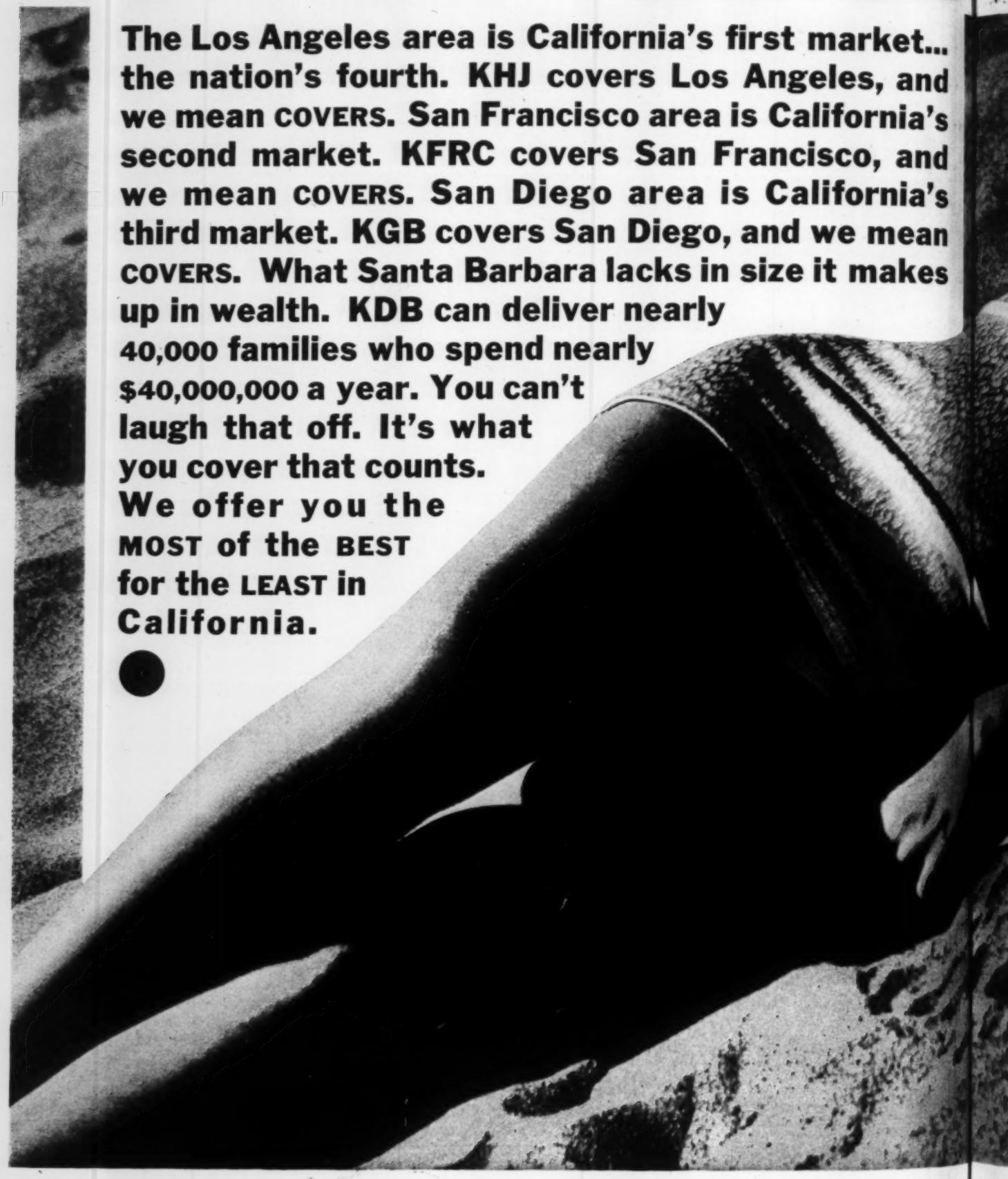
WHAM

"The Stromberg-Carlson Station"

CLEAR CHANNEL

FULL TIME

IT'S WHAT YOU CO



The Los Angeles area is California's first market... the nation's fourth. KHJ covers Los Angeles, and we mean COVERS. San Francisco area is California's second market. KFRC covers San Francisco, and we mean COVERS. San Diego area is California's third market. KGB covers San Diego, and we mean COVERS. What Santa Barbara lacks in size it makes up in wealth. KDB can deliver nearly 40,000 families who spend nearly $40,000,000 a year. You can't laugh that off. It's what you cover that counts.

We offer you the MOST of the BEST for the LEAST in California.

●

VER THAT COUNTS
DON LEE
Golden Group
KHJ Los Angeles
KFRC San Francisco
KDB Santa Barbara
KGB San Diego
THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHANIN BLDG. — NEW YORK
TRIBUNE TOWER — CHICAGO

So you're GOING HUNTING?

It's open season for radio listeners.

But, before you load up with radio advertising in northern Ohio, take a tip from those who have hunted these parts in past seasons.

Game is thickest and most plentiful in seven counties, they'll tell you . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake. Here, two million of Ohio's six million reside. Here, nearly 25,000 retail outlets bag more than one-third of the state's total retail sales.

Pass up the musket that bangs away at the entire open countryside, say expert marksmen of the advertising world. Fire at close range with radio stations that don't waste ammunition (of course they mean your advertising money).

WGAR is that kind of station . . . your most effective weapon in the northern Ohio hunting ground. It delivers one-half millivolt or better in those seven counties. It reaches Ohio's richest market, covers it completely, and at rates that . . . . . well, you'll get two or three pot shots at your game for the cost of one scattered load of buckshot!

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

Natural Programs Give Banks a Good Radio Opportunity

Quickest Way to Dispel Fears And Sell Bank Services

By CHARLES B. ROTH*

Professor of Advertising
University of Denver

IN ALL THE history of advertising there has never been anything quite like radio in rapid development and the possibilities for earning a profit for advertisers. When you consider that its phenomenal growth—from practically nothing in 1926 to a gross volume for time alone of over $89,000,000 in 1935—has taken place within ten years, it means only one thing: That radio advertising, properly conducted, pays the advertiser.

I don't know of any one who has the opportunity to make it pay better than the banker. He seems to be occupying a strategic position with respect to radio advertising. If he uses radio in the right way, selecting the right program, specifying the right time, carrying out the right follow-up, I cannot see anything but profit in his use of this new medium.

It is possible now to reach practically three-fourths of the families in the United States by means of radio broadcasting, for of the 31,030,300 families, 22,869,000 are radio families. New sets are being sold at the rate of over 4,000,000 a year, exclusive of the 1,000,000 new automobile radio sets that go on America's cars.

In the Public Ear

WHEN the banker decides to go on the air with a program, all that he is doing is astutely linking up with a form of advertising which is very much in public consciousness and attention. With the right program, any money he invests should be profitable for him in the form of increased prestige and in actually increased business.

Many years ago those keen scientific-minded advertisers who test every step in advertising before they take it, determined that radio was like any other medium in this, that the copy is the thing.

Now, copy in radio means program. Advertisers who have found the right program have been making radio pay from the very first. To make it pay the banker must likewise search until he finds a program which is both philosophically and commercially correct.

Radio advertising experts group programs in four classes.

Types of Programs

FIRST is the non-entertainment program. This is typified by the various home economics programs of utility companies, flour millers, and others, as well as by personal shoppers' talks of department stores, etc. Next is the straight entertainment program, embracing perhaps 80 per cent of all radio offerings. With a program of this type, the advertiser thinks first of entertaining his audience, and then of injecting his advertising message at the beginning of the program, or in the center, or at the end, or in all three places. Examples: Amos and Andy, all

The Big Broadcast Of 1936

Aerial Bombardment

Fitzpatrick in St. Louis Post-Dispatch

dance orchestras, nearly all dramatic shows.

The third class is known as the forced natural. It is the type of program in which the advertiser strives to build a natural relationship between his product or his service and the entertainment part of his program. You have listened to the dexterous way Jack Benny drags in the name of Jello and its famous flavors. That is an example of the forced natural. Elsie Janis did the same thing for her oil company sponsor. Phil Baker is still doing it for Gulf Oil Corporation.

The fourth class, rarest of all, and, according to the scientists of radio advertising, the most valuable of all if properly handled, is the natural program. The natural program is one which by its very nature fits in so perfectly with the advertiser or his product or service that, when his program is broadcast, it suggests him or what he sells. *Death Valley Days*, a dramatic presentation for the Twenty Mule Team Borax Co., is a classic example of the natural. *The March of Time*, when sponsored by *Time* magazine, is another. Most program builders, if they know their business, are trying all the time to find a program which falls into the natural class. Occasionally some shrewd program man succeeds.

It seems to me that the banker's problem here is comparatively simple, and that if he will do a little straight advertising thinking, it won't be hard for him to find a program of this desirable class—a natural.

Found: A Natural

IT IS COMMONLY accepted that the banker is the man to whom people go for financial advice. Therefore these people will listen readily to the advice from a banker having a bearing upon their financial welfare. Let the banker address himself to them over the air in terms of advice which will influence and improve their financial condition and they will not only listen; they will believe and act.

A perfectly natural program for the banker, and one which would undoubtedly pay its way from the start, would consist of some interesting philosophical type of program having a bearing on the economic welfare of the listener.

A program of this kind with a few words of financial horse sense at the beginning and at the end to constitute the advertising or commercial part of the offering, would be easy and inexpensive to produce and would almost certainly dispose the listeners favorably toward the banker and his institution.

I said in beginning this article that I did not know of anyone who has the opportunity of accomplishing so much with the use of radio as the banker. Quicker than in any other way he can use it to dispel many of the financial doubts that assail his patrons now; surer than in almost any other way he can use it to sell the services of his institution.

But these benefits will only come, as I have indicated, after the program has been carefully selected to carry out the idea of the banker's business and his part in the welfare of his community.

* Reprinted from Financial Advertisers Association Bulletin.

WJAY Post Resigned

By Edythe Fern Melrose

EDYTHE FERN MELROSE, for the last two years general manager of WJAY, Cleveland, has relinquished that post coincident with the consolidation on Oct. 24 of the studios of the station with those of WHK, Cleveland. Both stations are controlled by the *Cleveland Plain-Dealer* through a subsidiary corporation. H. K. Carpenter, general manager of WHK, has taken over management of WJAY, a daylight station.

While her plans have not been definitely announced, it is understood that Mrs. Melrose shortly will become general manager of a group of stations in the Midwest, which will align for cooperative sale of time. One of the few woman radio executives, Mrs. Melrose is well known in the industry.

It was indicated there would be other changes on the WJAY staff. Rates also will be revised. C. A. McLaughlin, sales manager of WHK, has taken over similar functions for WJAY.

Harry H. Stair of the WHK sales staff, has resigned to join the New York State Network, keyed from WINS, New York, as Detroit manager. He has been with WHK for the last seven years and prior to that was on the sales staff of the *Plain-Dealer*.

New Swift Spot Drive

SWIFT & Co., Chicago (All Sweet margerine), starts an announcement campaign in the South and Southwest on Nov. 9 on 22 stations. Schedule calls for six announcements weekly from Nov. 9 to Dec. 4; three weekly from Dec. 7 to 18; six weekly from Jan. 11 to Feb. 5, and three weekly from Feb. 8 to March 19. Jingle contests, listeners to complete jingles printed on forms obtainable from dealers, will be conducted in connection with the broadcasts during the six-a-week sessions. Stations are WAPI, WALA, WJAX, WQAM, WDAE, WSB, WGST, WTOC, KWKH, WWL, WJDX, WWMC, WPTF, WIS, WFAA, KTRH, WOAI, KTHS, WIBW, KFH, WSFA, KARK. J. Walter Thompson, Chicago, is agency.

SOCONY-VACUUM OIL Co., New York, on Oct. 26 began a new series of UP five-minute news reports on WOKO, Albany, three times a day, seven days a week, for an indefinite period. J. Sterling Getchell Inc., New York, placed the account.

Committee Shifts Likely in Congress

Complexion of Committees in Charge of Radio Impending

CHANGES in the makeup of the Senate and House Interstate Commerce Committees, which have control over radio legislation, are due to result from the Nov. 3 election. On the Senate committee the death of Senator Couzens of Michigan removed the ranking Republican from that body. This places Senator Metcalf of Rhode Island, if he is reelected, in the position of ranking minority member. Another change will be that of Senator Benson (Farmer-Labor —Minn.) who withdrew from the Senate to run for governor. Senator Benson during the last session of Congress had aligned himself on the Democratic side of the committee.

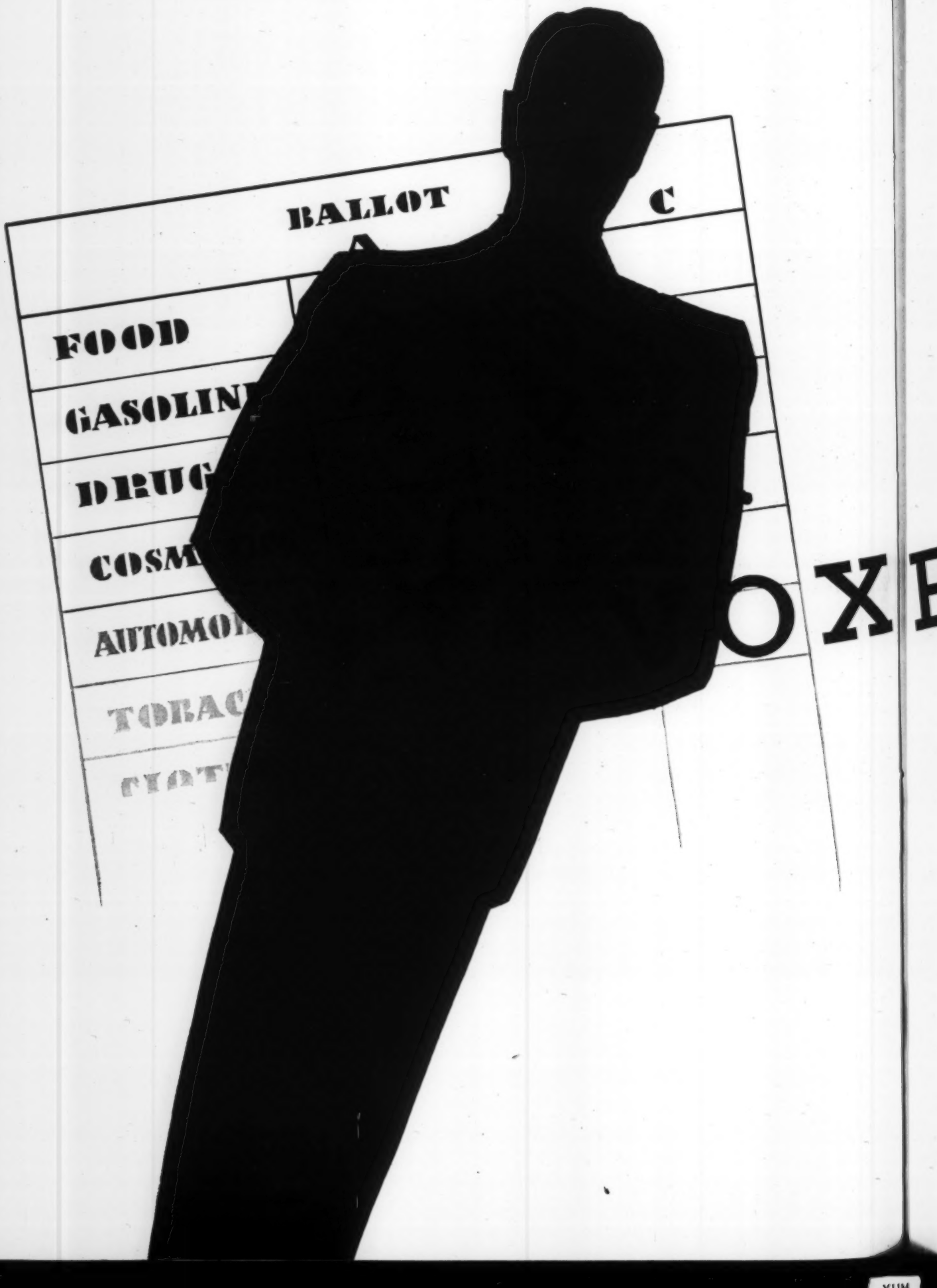
To succeed Senator Couzens, it is believed that Senator Vandenberg (R-Mich.) is a good possibility. The Michigan Republican because of the recent "recorded" campaign broadcast controversy would probably be an interested observer of broadcasting regulation if he should seek this committee post. Senator White of Maine, another Republican, who is ranked as the ablest radio student in Congress, was reelected in September.

On the Democratic side Senator Neely of West Virginia, is the only member to face the voters.

The House Interstate Commerce Committee may have a new chairman if Rep. Sam Rayburn of Texas becomes an aspirant for the House Speakership or majority leader and is successful in such a race. The next in line for chairman is Representative Lea (D-Cal.) up for reelection and the next ranking Democrat is Rep. Crosser of Ohio. Three Democratic members of the House committee already have been eliminated from that body — Rep. Huddleston of Alabama was defeated in the primary; Rep. Corning of New York did not seek reelection and Rep. Monaghan of Montana was an unsuccessful contender for the Senate. Rep. Monaghan has been an advocate of partial government control or ownership of broadcasting in several bills which he sponsored.

WTCN Gets Full Time

COINCIDENT with the granting of the 760 kc. frequency for daytime operation to WLB, of the University of Minnesota, and WCAL, of St. Olaf College, the FCC Broadcast Division on Oct. 20 awarded full time on 1250 kc. to WTCN Minneapolis, which is owned jointly by the *St. Paul Dispatch-Pioneer Press and the Minneapolis Tribune*. WLB at Minneapolis and WCAL at Northfield, Minn., were shifted from the 1250 kc. frequency, the former to operate with 5,000 watts two-thirds daytime and the latter with the same power the remaining one-third daytime. WTCN, with 5,000 watts day and 1,000 watts night, formerly operated six-sevenths time on 1250 kc., the remaining time being divided between the two universities. The 760 kc. channel is the clear channel at night of WJZ, New York.


BALLOT
C
FOOD
GASOLIN
DRUG
COSM
AUTOMO
TOBAC
OXF

XPOPULI!

This month America's millions cast their vote in a great national election. • Those same millions are voting every day — expressing their preference for your product — or your competitors. • Their vote on brand preference may affect you more personally and more materially than their decision at the polls. • Alert advertisers elect these stations to court the people's favor — to win the people's vote.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	CBS
WNAC	Boston	CBS
WICC	Bridgeport New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland	NBC
KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK — DETROIT
CHICAGO — SAN FRANCISCO

RadioLuxembourg Bans Script Shows

English Commercial Periods Now Devoted to Music

RADIO Luxembourg, Europe's big commercial broadcaster, has banned all script programs in English, according to Kenneth Hall, London agent of Standard Radio Inc.

The move to ban all but musical programs on the big super-power continental station resulted from listeners' complaints from Belgium, Germany and France, who could not understand what was going on when the station put on script acts in English, according to Hall. Music being a universal language and the station allowing but 90 seconds of commercials in each quarter-hour, it was thought the entire listening audience of the station could be held by eliminating the scripts entirely.

With only two or three continental stations serving the English market successfully the problem for the English advertiser, says Hall, is not to find a program idea which he likes but to be able to buy time at all. Radio Luxembourg allows two hours each night and Sunday mornings for transmission of English advertising programs. Time is sold through English brokers having exclusive rights to these periods and the rate is the highest for any station in the world. This can be understood when it is realized these few stations transmit the only commercial programs to a potential market of 44,000,000 people.

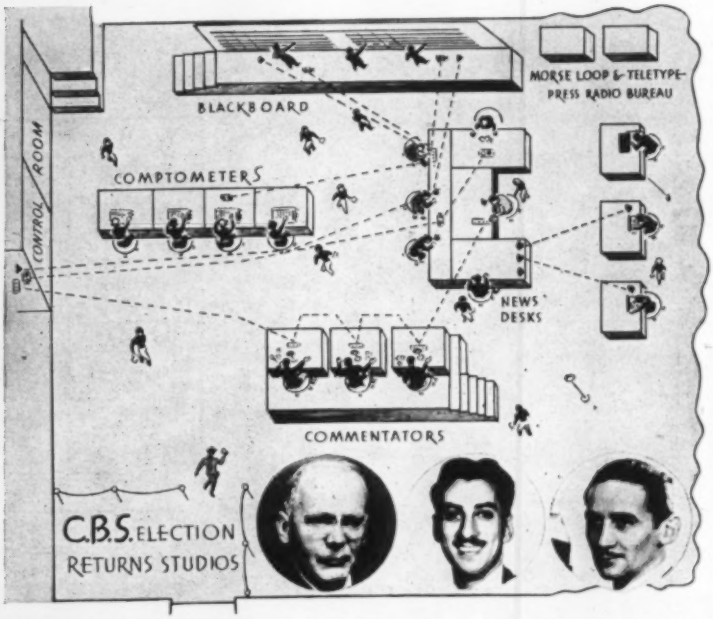
Like American Programs

PROGRAM preferences of the English advertiser lean toward the American type of program, Hall explains. The English listener prefers American bands and the American way of broadcasting although not articulate enough to change the method of operating BBC.

A striking second to this thought was given BROADCASTING'S Hollywood reporter when he casually asked an all-English cast of film players working at a studio which stations and which programs they liked best in England. Their universal preference was for the American-type broadcast of commercial programs over Radio Luxembourg, followed by certain favorites of BBC and the Russian symphonies!

This preference is more striking when it is considered practically all of the features from Radio Luxembourg of a commercial type are of the transcribed kind. Standard Radio Inc. announces it has several of its features running for some of England's largest advertisers, with more waiting for time. There is only one conclusion to reach from such reactions, according to Hall. It is: The program, not the method is the real test of a show. Given a locality where no preconceived notions have been built up in the public's mind and the transcribed show is favored over live talent!

PAT FLANAGAN, veteran sports announcer at WBBM, Chicago, has been going to night school lately — as a teacher. Fifteen-hundred service men of the Socony-Vacuum Oil Co., sponsor of his football broadcasts, have been taking a course in salesmanship under the sports ace.



COVERING THE ELECTIONS—Every detail of the Nov. 3 elections will be covered by the networks and stations, the networks depending largely upon Press-Radio Bureau for the returns and the stations upon their network reports and upon Transradio, UP, INS and their local newspaper tieups. Indicating the elaborate plans being made for handling reports is this layout of the CBS election returns studios. Inserts, left to right, are H. V. Kaltenborn, Bob Trout and Hugh Conrad.

Networks and Stations Complete Plans For Fast Coverage of Presidential Vote

RADIO is ready to cover the 1936 presidential election — the fifth since KDKA announced the Harding-Cox vote in 1920—with an elaborate coverage that will link countless thousands of polling places with highly-organized staffs keyed to provide up-to-the-second results for the listening millions.

Networks and stations have been working for weeks and months to tune their news-gathering facilities for the big night, Tuesday, Nov. 3. Both routine vote counting and novelty programs will be on hundreds of broadcast schedules.

Both NBC and CBS will require a half-hundred or more persons at their New York offices to handle tabulation of the 40 million or more votes which will be cast.

United Press, International News Service, Universal Service and Transradio Press have perfected nationwide setups for their vote counting, and will offer special service far in advance of that provided to broadcasters in past presidential elections.

NBC Well Prepared

NBC will have a general election desk where bulletins will be received, edited and passed on to the announcer. Returns will be supplied to Press Radio Bureau by Associated Press, United Press, International News Service and Universal Service.

A four-room suite in Radio City will be transformed into a workroom and studio and election flashes will be fed from this room as they are received from Press Radio Bureau. NBC microphones will be set up at Hyde Park and Topeka, as well as party headquarters in New York and Chicago. Mobile units will pick up crowd reaction.

Bulletins received by telegraph and teletype will be printed on three shades of paper to distinguish between presidential, secondary and summary material. Data will be tabulated on a board. After editing, bulletins will be passed to the chief announcer's desk, who will telephone orders to the bulletin control board and determine when to cut into network programs. At the board will be Graham McNamee and John B. Kennedy, veteran NBC announcers. A fourth room will be used to check broadcasts as they go on the air.

NBC will have microphones at New Ashford, Mass., traditional first town to complete its count, usually announcing its returns about 8 a. m.

CBS will carry periodic bulletins during the day, cut in bulletins after 6 p. m. with greater frequency, and after 10:30 p. m. will turn over the entire network to continuous election programs until the Presidential choice is known. H. V. Kaltenborn, Bob Trout and Hugh Conrad will announce and analyze returns.

Listeners will get a behind-the-scenes glance into the CBS election setup between 6 and 7:30 p. m., when preliminary contacts with various remote points to be heard later in the evening will be broadcast. A preview of CBS plans will be given Nov. 2 when Paul White, CBS special features director; Bob Trout and James W. Barrett, editor of Press Radio Bureau will explain the coverage.

Mr. White will be seated at a special desk Nov. 3 and will have instant contact with Topeka, Hyde Park and national party headquarters, as well as news sources and the network's 103 affiliates. Page boys will shuttle between his desk and teletype and code machines with reports. The vote will be relayed to a white "blackboard", said to give improved visibility.

Special election service will be provided by local stations, which are preparing to cover local as well as national results.

WGAR, Cleveland, will start its election coverage Nov. 3 at 6 a. m., and will have a mobile transmitter on the job all day, describing scenes at polling places and urging the public to vote.

Under sponsorship of Bisceglia Bros., St. Helena, Cal. (Greystone wine), WIP and WFIL, Philadelphia, will broadcast election returns until the presidential choice is conceded. Microphones will be installed in the *Philadelphia Inquirer* news rooms, local party headquarters, City Hall and Transradio service will be used by WIP. WFIL will use INS reports and the WFIL news bureau will tabulate and analyze balloting under direction of Donald Withycomb, general manager of the station. Five remote crews will provide local coverage.

Townsend Group Books 94-Station CBS Hookup

PURCHASING the complete CBS network from 10:45 to 11 p. m., Sunday, Nov. 1, Dr. Francis E. Townsend was scheduled to make his first network broadcast over a 94-station hookup. The previous Sunday, via transcription, the old-age pension campaigner had addressed the audiences of KVOS, KFBI, KTSM, KGNC, KNOW, KTRH, KTSA, KFDM, KRLD, KOMA, KTHS, KWKH, KDSU, WALA, WSGN, WHBQ, WWVA, WMBG, WWNC, WIS, WMAZ, KFYO and WCHS.

Howard Ray, who has come from the Los Angeles to the Chicago headquarters of Townsend National Recovery Plans Inc., where he succeeded Dwight Bunnell as director of radio for the organization, says that if the CBS broadcast goes off successfully, plans will be made for a 13-week series of broadcasts by Dr. Townsend under the sponsorship of the *National Townsend Weekly*, organ of the Townsend group, with the hope of selling enough subscriptions to defray the cost of the broadcasts. Mr. Ray also said that he expects to continue placing the transcribed talks on local stations throughout the country. These programs are recorded in the D'Arcy Laboratories, Chicago, and have been placed through the Conover-Serviss Co., Chicago station representatives.

Moon Glow to Expand

MOON GLOW COSMETICS Co., Los Angeles, is planning to expand its radio campaign into new territory in December. A quarter-hour afternoon program from KHJ, Los Angeles, to Don Lee network, started last June, was expanded after two months to Don Lee-CBS network, and later included KSL, Salt Lake City. This series was renewed for 26 weeks and expanded to the whole Pacific Coast and Mountain area. Two announcements of a free sample offer brought some 1,500 responses. Emil Brisacher & Associates, Los Angeles, is agency.

JACOB DOLD PACKING Co., Buffalo, on Oct. 10 renewed its five-minute UP news periods on WGR-WKBW, Buffalo, every hour on the hour from 9 a. m. to midnight. Batten, Barton, Durstine & Osborn Inc., Buffalo, placed the account.

IT COSTS MORE TO TRY TO CHANGE ESTABLISHED LISTENER HABITS THAN TO USE THE STATION THEY PREFER

Nation's Most Modern Local Station

Proves This with Running Telephone Surveys

PRESENT STANDING—

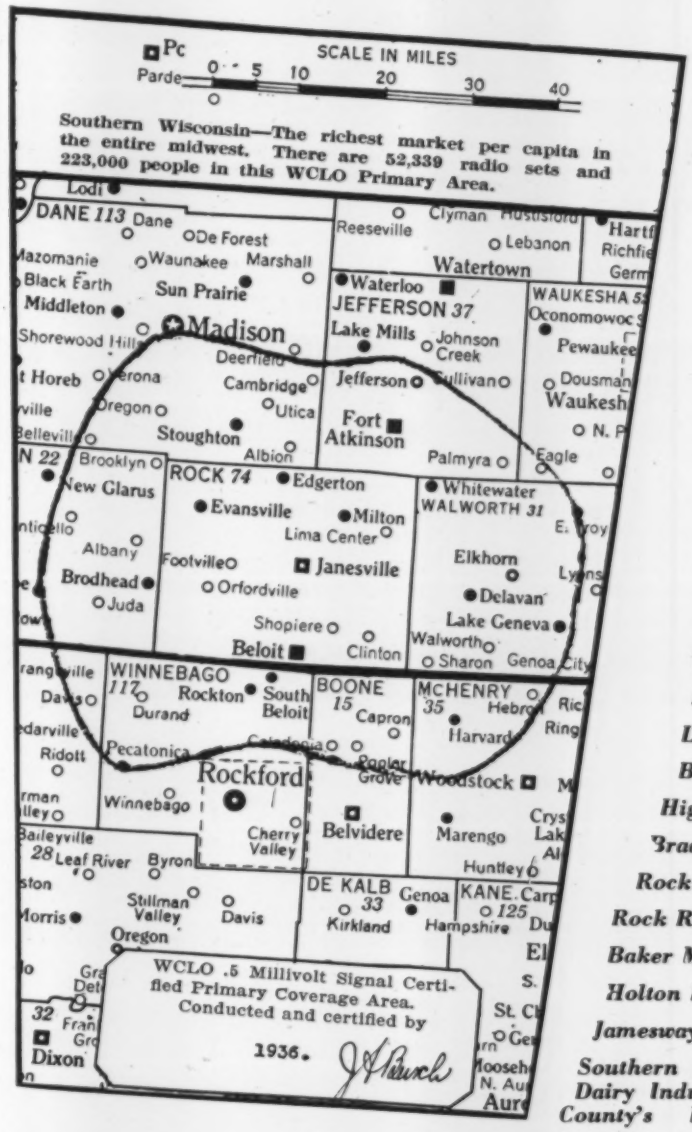
1. Chicago—Clear Channel.
2. *WCLO—Janesville, Wis.*
3. Chicago—Clear Channel.
4. Chicago—Clear Channel.
5. Chicago—Regional.
6. Milwaukee—Regional.

WHY?
Program Acceptance
HOW?

Feeding programs of particular interest to southern Wisconsin, northern Illinois audience—such as—

Most complete news service available via radio—two remote street broadcasts daily from Jansville and Beloit — Service broadcasts for three Colleges, 4-H clubs, PTA, civic, social and church organizations—Police bulletins — Masonic chorus—15 week courses, Gazette-WCLO Cooking Schools from theatre — Sports reviews — Children's programs—Remote pick ups southern Wisconsin football, basketball hockey, fights and baseball as well as network — Complete Sunday Newspaper of the Air—Such national spot programs as Fred Waring—Ford V-8 Review—Chevrolet Musical Moments—Republic Steel—Pure Oil—and such network shows as Princess Pat Players Campana sports, Remington Rand dramatized news, Ovaltine's Little Orphan Annie and others.

If the time buyer should take the time to travel up and down the streets of the towns of southern Wisconsin and northern Illinois he would have a new conception of the popularity of this local station.



THE HOME OF

Diversified Industry, in Full Production

Chevrolet
Fisher Body
Parker Pen Co.
P. B. Yates Co.
Freeman Shoes
Fairbanks-Morse
Vudor Shade Co.
Nunn-Bush Shoes
Lewis Knitting Co.
Beloit Iron Works
Highway Trailer Co.
Bradley Knitting Co.
Rock River Cotton Co.
Rock River Woolen Mills
Baker Manufacturing Co.
Holton Band Instruments
Jamesway Farm Machinery
Southern Wisconsin's Rich Dairy Industry and Green County's Famous Cheese.

Full Leased Wire Transradio Press Service

2400 Words Per Hour—18 Hours Per Day—7 Days Per Week. Augmented With 130 Southern Wisconsin-Northern Illinois Correspondents. Excellent News Spots Available for Sponsorship.

WCLO

OWNED AND OPERATED BY THE JANESVILLE (WISCONSIN) GAZETTE.
Member Affiliated Broadcasting Company—NBC Thesaurus Programs

High Fidelity Throughout—Latest Western Electric 23A-250 Watt Transmitter, Collins Speech Input—Truscon 260 Ft. Vertical Radiator Antenna—RCA-70A Turntables

COVERAGE SERVICE WILL BE EXPANDED

EDGAR H. FELIX, of New Rochelle, N. Y., announces that his *Radio Coverage Reports* service is to be the foundation of a national system of rating radio station coverage effectiveness. The first network station ratings, covering 46 cities of more than 100,000 population, have just been released to subscribing advertising agencies, advertisers and broadcasting companies, to be followed soon with figures for hundreds of smaller communities and larger geographical divisions.

By these ratings, it is claimed, the reliable coverage attained by any list of radio stations may be compared and evaluated according to the needs of the individual advertiser. *Radio Coverage Reports*, as originally announced a few months ago, was planned only to analyze radio service to leading trading centers in which approximately 50% of the population reside, but it was soon found that subscribing agencies desired a more comprehensive view of radio coverage.

Reports are now issued not only for large cities but for smaller communities and rural places as well, so that the effectiveness of stations can be studied throughout their areas and compared.

The service has been issued for some 300 communities from Maine to Florida and as far west as Indiana in counties with a total population of 39,566,689, or 68.4% of the states covered and 32.2% of the total population of the United States. The percentage of radio sets is higher, being 73.5% of those in the area covered and 36.8% of those in the United States, this being due to the larger concentration of sets in cities. Following the issuance of network ratings for various classes of communities will be a state-by-state analysis of urban and rural service by network and independent stations to facilitate compilation of coverage valuations for any combination or grouping of stations for any area covered by the survey.

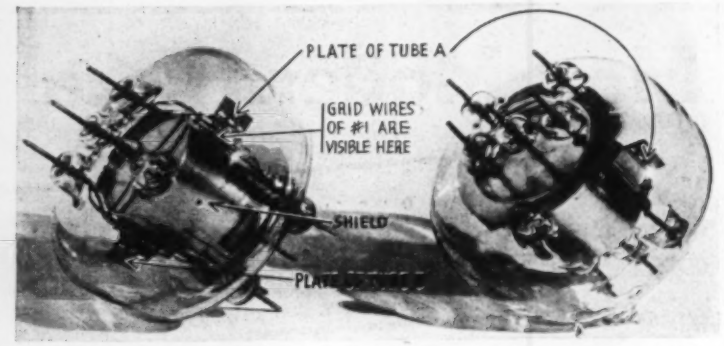
WPA Theatrical Project To Expand Its Activities

EXPANSION of the radio activities of the WPA Federal Theater Project in New York, utilizing sustaining time donated by the stations, is planned by the project's radio division, according to Evan Roberts, its managing director. The New York headquarters are at Broadway and 52d St., where it is proposed to enlarge the staff of players and writers and produce more shows—some to be sent out on the road as touring units like those of Maj. Bowes' amateur hour.

Most of the project's programs are dramatizations, all written and produced by its own staff, comprising artists, playwrights and directors on work relief. At present the project has three programs, *Pioneers of Science*, *4-Arts Forum* and *History in Action*, weekly on WHN, a Sunday Shakespearean series on WMCA and *Safety Musketeers* on CBS each Monday afternoon. Harry Wentworth is casting director, with Frank Curran, A. W. Hoeny and George Asness as directors.

NEW TUBE FOR ULTRA-HIGHS

Bell Laboratories Devises Tube Having Two Sets Of Elements Within Single Envelope



BELL LABORATORIES has designed a new vacuum tube (Western Electric No. 2404) for ultra-high frequencies which is said to bring nearer the use of high radio power on apex frequencies and to offer possibilities for television. The tube has two sets of elements inside a new type of glass envelope about three inches in diameter and two inches long (see photos).

Description of the apparatus was given at a recent meeting of the Institute of Radio Engineers, New York, by A. L. Samuels and N. E. Sowers, of Bell Laboratories. Plans are under way to construct it in larger sizes, with corresponding increase in power output.

Push-Pull Arrangement

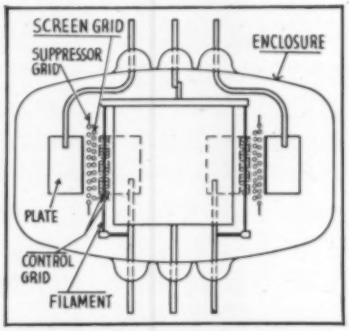
AN OFFICIAL description of the tube's construction and operation follows:

"A simple three-element tube of the type used at low frequencies will go into oscillation at high frequencies because of the internal capacitance of the tube. At moderate frequencies this capacitance can be neutralized as in the familiar "neutrodyne" circuit, but this is ineffective at very high frequencies. Another serious difficulty in this range is the fact that the time required for an electron to travel from the grid to the plate is quite comparable to the duration of one oscillation.

"A large number of electrons will then be drawn up to the grid while it is positive, will pass through it and be repelled toward the plate while the grid is negative. The energy for this action on the electrons must come from the grid circuit, and since the grid circuit is one of high impedance, a serious loss in grid voltage will ensue. In the limiting case, the grid voltage falls so low that the system ceases to operate. This effect is minimized, first, by speeding up the electrons through the use of high voltages, and second, by spacing the tube elements very close together. The capacitance of the tube is neutralized by the addition of a screen grid.

"The 240H tube has two sets of elements mounted inside the same glass envelope. These are connected to the external circuit to form a push-pull arrangement. Elaborate provisions have been made for shielding the two elements and using very short leads from the envelope to the active elements. Very small spacing between elements is provided by careful manufacture and long insulation paths to permit high plate voltage.

"As a result this tube has an input resistance at 150 million cycles of 30,000 ohms as compared to 1,000 ohms for a typical tube of the conventional type. At 300 million cycles the input resistance of the 240H vacuum tube is still above 5,000 ohms, while for conventional tubes it is so low as to make them completely inoperative. When operating as a class 'A' amplifier at 150 megacycles, an output of one watt is obtained with the distortion 40 db below the fundamental. Under these conditions the stage gain is 20 db. Outputs of 10 watts with a plate efficiency of 60 to 70% and a gain of 20 db are secured with class 'B' operation."



APEX TUBE — Above are photographs of the new Western Electric No. 240H tube, with elements indicated. At left is a cross-section of the assembly. The tube is three inches in diameter, two inches long.

KSFO Lease Hearing

APPLICATION for voluntary assignment of KSFO, San Francisco, from Associated Broadcasters Inc. to CBS, under a proposed lease arrangement involving approximately $25,000 per year, was set for hearing Oct. 26 by the FCC Broadcast Division. The station on Dec. 29 will become the San Francisco outlet of CBS in lieu of KFRC of the Don Lee Broadcasting System. On that date, KNX, Los Angeles, CBS owned station, joins the network as the Don Lee Network of four stations becomes affiliated with Mutual Broadcasting System.

Radio-Film Cooperation For Their Mutual Benefit Is Urged by Aylesworth

WORKING arrangements to prevent interference between motion picture production and radio are advocated by M. H. Aylesworth, RKO board chairman, who long has believed that the movies and radio help each other. Mr. Aylesworth is a member of a film industry committee named to study the radio-film problem, other members being Nicholas M. Schenck and Harry M. Warner.

The committee, which also is eyeing television, is expected to report within a week or two. At a meeting held Oct. 14 at Rochester by motion picture engineers, Mr. Aylesworth had the following to say of television:

"The entertainment industry is now faced with the development of television, which will be with us in a short time. I for one believe that the motion picture industry should work with those who are developing television so that when the history is written the motion picture, the theatre and television will work for each other and enhance the public interest in all three mediums of entertainment."

Mr. Aylesworth suggested that broadcasters should "help develop the slogan for the motion picture and the theatre 'take your family to a motion picture theatre twice a week'." He pointed out that people like to get away from home for outside entertainment and a change from family habits.

Dyer WEMP Sales Head

COMMERCIAL management of WEMP, Milwaukee 100-watter which operates daytime on 1310 kc., has been taken over by Gene T. Dyer, operator of WGES and WSBC, Chicago, and WCBD, Zion, Ill. President of WEMP is Herbert L. Mount, attorney; vice president, Thomas M. Duncan, financial secretary to Gov. La Follette; secretary-treasurer, Glenn D. Roberts, Madison attorney and a director of WIBA, Madison. Mr. Roberts is chief stockholder, with 72 shares, and Mr. Dyer owns 25 shares.

Bar Dinner Set

THE RECENTLY formed Federal Communications Bar Association will hold its annual dinner Nov. 18 at the National Press Club, Washington, according to an announcement made by its executive committee Oct. 27. Louis G. Caldwell, Washington attorney, is president, Ralph H. Kimball, of New York, vice president, and George O. Sutton, Washington attorney, secretary-treasurer. Arrangements for the dinner are under the immediate charge of Ben S. Fisher, member of the executive committee. Several speakers will be invited. The Association has a membership of 129, comprising attorneys engaged in practice before the FCC.

Dr. Strasska Returns

DR. STRASSKA LABORATORIES, Los Angeles, manufacturers of tooth paste, on Nov. 2 launched a six-week campaign through the Glassner Advertising Agency, Los Angeles, using the eight stations of the Don Lee-California network for a quarter-hour one night a week with George Fischer's *Studio Whispers*, gossip of the film studios.

WCLO "Goes Modern" WITH A TRUSCON VERTICAL RADIATOR

JANESVILLE

WISCONSIN

WCLO stands in the top class of modern broadcasting stations . . with its modernistic transmitter house, modern technical facilities and its Truscon Vertical Radiator regarding which Mr. S. H. Bliss, WCLO manager, comments in the following letter:

Mr. A. C. Wallen, October 1, 1936
Truscon Steel Company,
Youngstown, Ohio.

Dear Mr. Wallen:

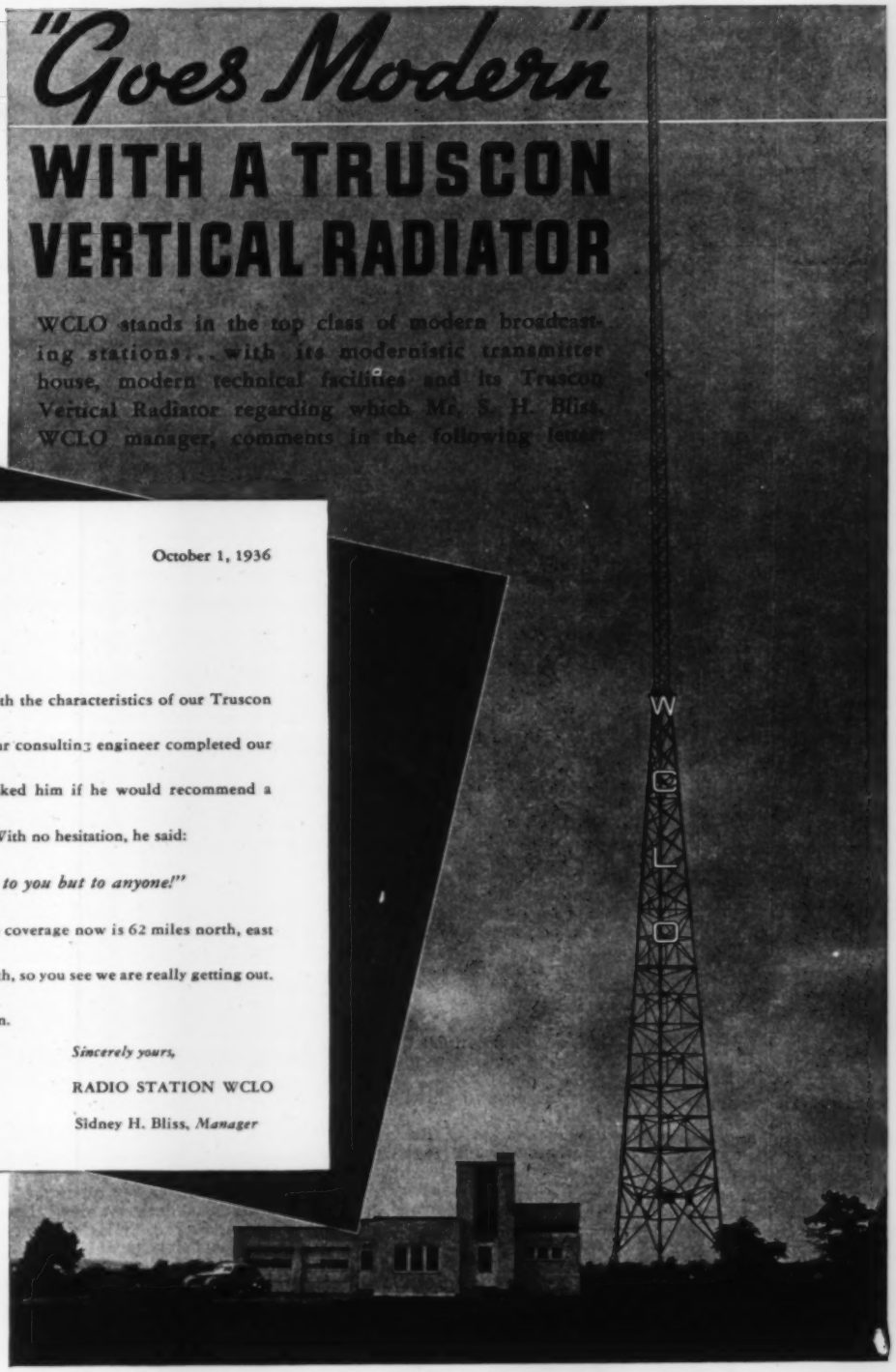
We are well satisfied with the characteristics of our Truscon Vertical Radiator. After our consulting engineer completed our field-intensity survey, I asked him if he would recommend a Truscon Radiator again. With no hesitation, he said:

"Yes, not only to you but to anyone!"

Our guaranteed daytime coverage now is 62 miles north, east and west and 55 miles south, so you see we are really getting out.

Thanks for the cooperation.

Sincerely yours,
RADIO STATION WCLO
Sidney H. Bliss, *Manager*



Write for full description of the commercial, technical and structural advantages of Truscon Vertical Radiators.

TRUSCON STEEL COMPANY · YOUNGSTOWN, OHIO
Truscon sales-engineering offices are located in 54 strategically located cities.

TRUSCON VERTICAL RADIATORS

Grant of Station to St. Louis Star-Times Brings Political Charges, Court Appeals

TWO COURT appeals, an attack by the Republican National Committee upon the New Deal and the FCC and a battle of newspaper headlines in St. Louis, have developed as a result of the FCC decision of last month granting to the *St. Louis Star-Times* a construction permit for a new regional station in that city (to be known as KXOK and to operate full time with 1,000 watts on 1250 kc.) over the competitive application of WIL, St. Louis local, for the same facilities.

Both WIL and the *St. Louis Post-Dispatch*, operating KSD, appealed to the U. S. Court of Appeals for the District of Columbia in opposition to the FCC decision. Both asked stay orders to prevent the FCC from making its authorization for the new station during the pendency of the litigation. The court on Oct. 24 granted both the KSD and WIL's petitions. The FCC did not oppose either.

Examiner Overruled

THE Republican Committee, in a two-page "handout" released in Washington Oct. 21, charged that the FCC made an "outright gift of $500,000 to the only newspaper in St. Louis to support Roosevelt's reelection". It alleged that in the face of recommendations that the application be denied made by an examiner, Democratic members of the Broadcast Division gave the approval. Records show that all three members of the Broadcast Division voted in favor of the *Star-Times* application against that of WIL, which sought to increase its position from a local to a regional on the 1250 kc. channel with 1,000 watts day and night.

The Republican release went into a recital of the examiner's report and charged that the reasons giving by the FCC for the granting of the application were "thought up so that the Commission would have an excuse to grant application to the *Star-Times* so that New Deal propaganda could be aired * * *." This, it declared, "is evident when the examiner's report is analyzed."

The announcement had its immediate repercussions in St. Louis, with the *Post-Dispatch*, *Star-Times* and *Globe-Democrat* (which does not have a station) blasting forth with streamers. The *Star-Times*, of which Elzey Roberts, former chairman of the radio committee of the American Association of Newspaper Publishers, is the publisher, published the Republican handout in full, together with its own editorial comment. Mr. Roberts is the owner of KFRU, Columbia, Mo., which he recently purchased.

In its editorial comment, the *Star-Times* stated that more than two years ago it decided to join the growing number of newspapers owning and operating radio stations. About a year ago, it pointed out, application was made to the FCC for a station on 1250 kc. with 1,000 watts. The newspaper stated:

"Sometime after the *Star-Times* application was filed, another St. Louis radio station entered an application for the identical facility which the *Star-Times* had requested. If these were 'conflicting applications' the conflict was caused by the application which was filed after that of the *Star-Times*."

The statement continued that after considering both applications, the FCC issued the construction permit to the *Star-Times*, effective Oct. 6. Then it pointed out that the FCC was a bipartisan body consisting of members of high standing, representing both political parties.

"There is probably no branch of the government which is further removed from political considerations than the FCC," continued the editorial. "If any evidence of that fact were needed, it can be found in the perusal of radio grants made by the Commission in the past two years, which show a proportion of radio grants to newspapers hostile to the present administration.

"In view of the well-known fact that the Communications Commission has leaned backwards to maintain its impartiality, it seems that the Republican National Committee has reached an all time low in political activity in charging that a single grant was for political considerations because it was to a newspaper that had supported what it believed to be right in Mr. Roosevelt's administration and has with equal vigor criticized what it believed to be wrong."

Appeals of KSD and WIL

KSD, in its appeal filed Oct. 20, brought out that KSD is an applicant for full time before the FCC, and that, among other things, the FCC erred in granting the *Star-Times* application without having previously granted the long-pending application of KSD for full time, claiming that this right is superior to any competing or conflicting claim of the *Star-Times* to establish a new service. This appeal, filed by Paul M. Segal and George S. Smith, Washington attorneys, recited a dozen other allegations of error on the part of the FCC in granting the application.

The second appeal, filed on behalf of WIL on Oct. 23 by Louis G. Caldwell, Donald C. Beelar and Percy H. Russell, Jr., Washington attorneys, contended that the Broadcast Division, among other things, had not conformed with regular procedure in granting the construction permit to the *Star-Times*. It brought out that on Oct. 5, prior to the effective date of the decision, it had filed a petition for rehearing with the FCC, which petition was denied for "want of jurisdiction" on Oct. 21 since KSD, on the preceding day, had filed its notice of appeal in the Court of Appeals.

Up to Oct. 6, the WIL appeal stated, the FCC had not made public its findings of fact or any grounds for the decision granting the *Star-Times* application and this was not made public until Oct. 17. This was branded an improper procedure, and it also was alleged that the FCC dismissed the petition for rehearing, along with a supplemental petition, "without considering the merits thereof".

In reciting reasons for the appeal, WIL contended that the FCC has no power or jurisdiction to make the decision in favor of the *Star-Times* under the circumstances. By failing to follow proper procedure, it was contended the action violated the Communications Act, as well as the due process clause of the Constitution. Moreover, it held that if the Communications Act be construed as not requiring that a decision such as involved be accompanied by findings of fact, then the act itself is unconstitutional. The appeal then went into the merits of the FCC decision and contended that it was in error for a long list of reasons.

In its petition for a stay order, WIL contended that unless the decision is stayed, WIL will suffer serious and irreparable injury in that the *Star-Times* will proceed with construction of the new station, and the operation of the proposed station will mean substantial economic loss to WIL. Already, it was charged, the *Star-Times* has "solicited contracts among advertisers now using and helping to support appellant's station and in at least one instance known to appellant has succeeded in persuading an important advertiser now using appellant's station to agree to use the proposed station if and when established."

SOME DEFINITIONS
Radio Trade Terms Explained
— By Col. Stoopnagle —

RADIO terms have been defined by Col. Lemuel Q. Stoopnagle, of the Stoopnagle & Budd duo, so listeners may "enjoy their loudspeaker far more than before". His definitions are:

Program—Music or talk designed to fill the space between station announcements and time signals.*

Sponsor—A man without whom you aren't on the air.

Script—Typewritten sheets which Fred Allen is funniest when he departs from.

Announcer—Fellow with a nice voice who talks about stuff he hopes you will buy some of.

Stooge—Man or woman who is given funny things to say and then thinks he or she is a comedian.

Microphone—Thing you talk into and they hear you where you aren't.

Orchestra—Bunch of men who, on a comedy program, play after the applause by the studio audience.

Engineer—Serious-looking man who twiddles gadgets and things and nobody knows what he is doing.

Rehearsal — Four or five hours of stuff when the comedian's manager, press agent and friends almost die laughing at the jokes.

Production Man—Guy with a stop watch to count the minutes between station breaks and see that call letters are broadcast on schedule.

*Example — 5:30 to 6:00 p. m., Sundays, over the NBC-Blue network when someone is on with a fellow named Budd.

FTC Cites Biotone

BIOTONE LABORATORIES Inc., and Rocky Mountain Laboratories, Salt Lake City (Biotone), are charged by the Federal Trade Commission with making exaggerated and untrue claims for their product.

First of WBBM Studios Ready for Operation as Construction Progresses

AFTER six months of construction, new WBBM-CBS Wrigley building studios are shaping up into one of the most modern studio office plants in radio. One dramatic and orchestra studio, No. 9, is already in service; the 285-seat WBBM air theater, Studio No. 10, is scheduled to begin operations Nov. 2, while the new executive, sales, program, news, and publicity offices of WBBM and CBS on the second floor of the Wrigley building will be completed by November 7.

WBBM studios No. 1 and 2, in service since 1930, will immediately be torn up, to be replaced by modern "live end, dead end" studios similar to those now in use by CBS in New York. Final completion and dedication of the nine-studio plant is not expected before next spring, although the new modernistic office layout will be in use beginning with the first week in November.

Cost of building, equipping, furnishing, and air-conditioning the entire WBBM office and studio layout exceeds $300,000. Plans were made by William Lescaze, New York modernistic architect who also designed Columbia's New York studios at 485 Madison avenue, and the new CBS Hollywood plant to be built in 1937.

Completion of the audience studio, No. 10, will give WBBM its first regular theater for programs since the days when H. Leslie and Ralph Atlass charged $1 admission to the old WBBM Kimball hall studios in 1928.

Sues March of Time

DONALD F. JACKSON, a senior at the University of North Carolina, on Sept. 30 filed a $100,000 damage suit in the New York Supreme Court naming CBS, Time Inc., New York, and Remington Rand Inc., Buffalo, as defendants. The plaintiff alleges that the Feb. 4, 1936, broadcast of the *March of Time*, then sponsored by Remington Rand and edited by *Time*, implied that he was involved in an "examination cheating ring" which was described on the program. Mr. Jackson claims he was not suspended from the school because of this disclosure, but because he stayed out with a girl companion after school hours.

New Station Sought

MID-ATLANTIC Corp., of Washington, formed by Eugene Meyer, publisher of the *Washington Post*, and former governor of the Federal Reserve Board, on Oct. 21 filed with the FCC an application for a new station on the high fidelity channel of 1570 kc., with 1,000 watts unlimited time. The newspaper already is an applicant for assignment on the 1310 kc. local channel with 100 watts, seeking the facilities now occupied by WOL, Washington, which has been authorized to remove to the 1230 kc. regional frequency with 1,000 watts.

ROSCOE TURNER, speed flyer, has been signed by NBC as star of the network's *Flying Time* program, dramatic juvenile serial. Colonel Turner will also serve as an aviation reporter for the network, covering air races and similar events.

WCLO

JANESVILLE, WISCONSIN

-first on the air with Western Electric New 100-250 Watt Transmitter!

Other stations that have ordered 23A's:

KFXD	WMIN	WEXL
KABC	WMBC	WBAX
WFOY	WHDL	KCMC
KFJB	WFBG	KYOS
KGY	KLS	WKOK
KRKO	KDB	WLAP
WMBH	WSGN	WOCL
	WIBX	

LISTENERS SAY: "Programs coming in clear as a bell"..."I listened to your change from old to new, and wish to say it was a great improvement"... "WCLO comes to us the clearest of any station"... "Reception so much better we will be among your fans in future"..."Marvelous improvement. As clear and fine as any high powered station."

WCLO SAYS: "It took but 16 hours to set up the transmitter and tune it. It has far fewer parts than other new transmitters we investigated... is simple to tune and operate. As far as we have been able to discover, it does everything Western Electric claims for it."

WESTERN ELECTRIC SAYS: "The new 23A Transmitter gives high fidelity performance at minimum cost. You'll be interested in these features: high overall efficiency... stabilized feedback... grid bias modulation... complete AC operation... small tubes, all radiation cooled." For full details, write Graybar Electric, Graybar Building, New York.

Western Electric

Distributed by GRAYBAR *Electric Co. In Canada: Northern Electric Co., Ltd.*

RADIO TELEPHONE BROADCASTING EQUIPMENT

Agency Executives In West Confer on New Developments

Radio and Hollywood Included In AAAA Meeting Agenda

ABOUT 100 advertising agency executives and as many guests from all parts of the United States, attended the second annual Pacific Coast convention of the American Association of Advertising Agencies held at the Del Monte Hotel in Del Monte, Cal., Oct. 29-30.

All sessions of the convention were invitational, and behind locked doors, with outsiders barred, the first day business sessions for members and agency guests only were informal and unrecorded. At these "off-the-record" sessions agency men and guest speakers aired their views on the changing factors affecting agencies and their work, stressing the dynamic side of advertising with no thought in mind that the essentials of agency practice are changing. New opportunities in the field and agency activities which reflect changing conditions were studied.

Radio and Hollywood

EVERARD MEADE, from the Hollywood offices of Young & Rubicam Inc., read the paper titled "Radio Goes Hollywood", which was written by Tom F. Harrington, manager of the agency's offices in that city. Harrington, originally scheduled for the talk, was unable to be present. John Benson, president of the AAAA from New York City and Paul Cornell of Geyer, Cornell & Newell Inc., that city, who is chairman of the AAAA board, were among the principal speakers, addressing both the closed and guest sessions. Dana H. Jones, president of the Dana Jones Co., Los Angeles agency, was another executive to bring a message to those at the closed sessions. A dramatic-dialogue analysis of modern advertising, titled "Who Holds the Pencil?" was presented by Walter Doty and Fred Ludekens, both with Lord & Thomas, San Francisco, during the closed session.

Prof. James W. Young, University of Chicago, speaking at the guest session on Friday, had for his subject "A Technique for Producing Ideas". Joseph Sinel, New York industrial designer, and a former San Franciscan, discussed "Visual Impacts". John Benson's thoughtful address was titled "A New Working Principle for Business". The guest session was concluded by Paul Cornell, speaking on "Advertising in a Changing World".

Broadcasters attending the guest sessions included Donald W. Thornburgh, newly-appointed CBS vice president in charge of west coast operations, from Hollywood; John M. Dolph, CBS Pacific Coast sales manager, San Francisco, and Harry W. Witt, Southern California sales manager for CBS. NBC was represented by Harry F. Anderson, western division sales manager, San Francisco, and Sydney Dixon, assistant sales manager from Hollywood. Ralph R. Brunton, general manager of the Northern California Broadcasting System (KJBS, San Francisco, and KQW, San Jose), attended as western chairman of the National Association of Regional Broadcasting Stations.

On the evening of Oct. 29 agency executives welcomed arriving guests and mingled in informal groups. AAAA members and guests participate in the golf tournament over the famous Del Monte course Oct. 30 and attended the President's Dinner, honoring President Benson and Board Chairman Cornell, which was given in the Del Monte Hotel auditorium that evening.

Sessions was presided over by three chairmen: Dan B. Miner of Dan B. Miner Co., Los Angeles agency, who, besides being chairman of the convention committee on program, is chairman of the Southern California Chapter of the AAAA; Joseph R. Gerber of Gerber & Crossley Inc., Portland agency, and chairman of the Oregon Chapter of the AAAA, and Burt Cochran of McCann-Erickson Inc., Seattle, chairman of the Washington Chapter, AAAA. Douglas G. McPhee, San Francisco advertising writer, was convention executive in charge of arrangements for the conclave.

WHEN QUAINT HUMOR MISSES ITS MARK

HORRORS NO! screamed the staid *Saturday Evening Post* a few weeks ago when it was accused of letting its editorial columns be on speaking terms with its advertising department.

But hardly had the echoes of that stirring denial faded into the distance than the *Post* utilized its editorial pages 25 and 95, Oct. 17 issue, to deliver a below-the-belt attack on sponsored football games, a promotion device which it obviously fears may divert some advertising dollars from its columns into the time schedules of broadcast stations.

Hired for the *Post's* attack against radio was H. I. Phillips, glib painter of verbal fantasies, who with readily apparent difficulty tried to carry out his assignment. Over and over Phillips injects "Pertwinkle's veal spread" and "Blodgett catsup" into end runs and college budgets until the repetition becomes hopelessly boring before the first 500 words have been survived—a sorry predicament for a commentator whose pieces ordinarily make pleasant reading.

Since the *Post* article pays particular attention to sponsorship of Yale games, a comparison of Phillips' fancy and Socony-Vacuum's facts will supply an answer to this attack on radio, delivered under the guise of humor.

Says Phillips in the *Post*: "What a battle, folks! What a battle! It is up to the best traditions of the Blodgett Tomato Catsup Corporation in every respect! Mr. Blodgett, president of the corporation, is in the stands here today; and if this touchdown goes over, he will step to the mike and give you his impressions of the strategy used in putting that ball over . . ."

Here are facts: Socony-Vacuum makes no mention of its product or name while the ball is in play. The few commercial announcements are of this type: "It was way back in 1879 that these two great universities met for the first time. Those were the days of the first automobiles . . . chugging, awkward, horseless carriages . . . that bore little resemblance to the sleek, high-powered cars of today. In all those fifty-odd years, Socony, the makers of Mobiloil, have kept step."

Ben Franklin's paper tripped over its own eagerness on that one.

Brooklyn Cases Deferred

ANOTHER postponement of the hearing date of the so-called Brooklyn cases, involving competitive full-time applications of the four time-sharing stations on the 1300 kc. channel, from Oct. 26 to Jan. 14 was authorized Oct. 21 by the FCC at an en banc meeting. Stations involved are WARD, WBBC, WLTH and WVFW, as well as the *Brooklyn Daily Eagle*, an applicant for the facilities. *The Day*, Jewish language newspaper, also is involved through options to purchase two of the stations, and the case, pending since the days of the former Radio Commission, was ordered for rehearing several months ago by the FCC.

NEWS TRAINING
Missouri U Offering Course In Radio Reporting

PRACTICAL instruction in news broadcasting is given by the Missouri U School of journalism in cooperation with the *Columbia Missourian*, published on the campus, the United Press and KFRU, of the *St. Louis Star-Times*. It is the first time such training has been given by a university.

Actual broadcasting of news reports provides the students with laboratory instruction, a feature of Missouri School of Journalism training. Demand for such training arose with the rapid growth in popularity and frequency of news broadcasts. The school broadcasts at least three times a day and may add other periods. U. P. news is supplemented by local items.

WGNY to Newburgh

WGNY, Chester, N. Y., owned and operated by Peter Goelet, son of the New York banker, shortly will move to Newburgh, N. Y., according to an announcement Oct. 22 by Mr. Goelet. Authority already has been procured from the FCC. The new officers and studios will be located at 161 Broadway. Studios were designed by Johns-Manville Co. Technical features include high fidelity RCA speech input and transmission equipment. A Lehigh vertical radiator also has been installed.

DRUG TRADE PRODUCTS Co., Chicago (Peruna) has taken 182 transcribed quarter hours of the *Pinto Pete* series from the Radio Transcription Co. of America for placement on WJR, Detroit, and XEPM, Eagle Pass, Tex. Benson & Dall, Chicago, is the agency.

Alka-Seltzer in Demand By Canadian Listeners To American Broadcasts

BACK from a trip to London, where he arranged for the advertising of Alka-Seltzer in England, Holland, France and Switzerland, Walter A. Wade, president of the Wade Adv. Agency, Chicago, reports that, despite the ban on radio advertising in Great Britain, many proprietaries are being advertised via radio to English listeners. Radio Luxembourg, he said, is the most popular station and Sunday the most popular day. Most of the programs, he added, are recorded.

Although radio is largely responsible for the exceptional success of Alka-Seltzer, which in just four years has become the leading product of its type in drug store sales, and although it was due to the demand for Alka-Seltzer by Canadian listeners who had heard it advertised on American stations that its manufacturer first became interested in the foreign market, no immediate use of radio is planned abroad, Mr. Wade stated, as the distribution is as yet too incomplete to permit use of broadcasting without too much waste coverage.

Test campaigns have been started in six cities in England and in Holland, using newspapers and street car advertising, and a newspaper campaign has been launched in three provinces in France, with a similar campaign scheduled to begin in Switzerland next January. In each country the Alka-Seltzer advertising is being placed by a local advertising agency, which acts under the general direction of the Wade organization.

"Despite the fact that the average English family has an income much lower than that of the average American family, nearly every home has its radio," Mr. Wade stated, "and just as soon as our English distribution is complete we expect to begin broadcasting English programs on foreign stations."

MAINE USES RADIO IN POTATO DRIVE

MAINE Development Commission in a few weeks will start a spot radio test campaign in the New England, Middle Atlantic, and Atlantic Coast states on behalf of Maine potatoes. Announcements will constitute the initial radio campaign.

The Commission seeks to widen the market for Maine products and also increase their consumption. Dorrance Sullivan & Co., New York, has been appointed by the State of Maine to handle the account. Sturges Dorrance, president of the agency, will service the account personally, and will work directly with Everett F. Greaton, executive secretary of the Commission; Frank P. Washburn, commissioner of agriculture; C. M. White, chief of the markets division; Rodney Feyler, commission of sea and shore fisheries, and other marketing groups and producers throughout the state.

The Commission, in addition to the potato campaign, plans to work out advertising schedules for Maine apples, sardines, live lobsters, eggs and poultry products, blueberries, and possibly dairy products.

WREC VOTED OVERWHELMING CHOICE OF MEMPHIS AND MID-SOUTH RADIO LISTENERS

AUTHORITATIVE SURVEY SHOWS

WREC FIRST

AMONG ALL MEMPHIS RADIO STATIONS

The people of Memphis and Mid-South have voted . . . and overwhelmingly their choice is WREC, among ALL Memphis Radio Stations.

WREC IS A 2 TO 1 FAVORITE over its nearest contemporary! This fact is indisputable! An authoritative survey just completed by Oliver P. Cobb & Company, Auditors and Certified Public Accountants, of Memphis, Tennessee, has established which Memphis Radio Station the majority of the people of Memphis and Mid-South listen to most.

WREC Favored 2 to 1—Over 2nd Station
WREC Favored 32 to 1—Over 3rd Station
WREC Favored 76 to 1—Over 4th Station

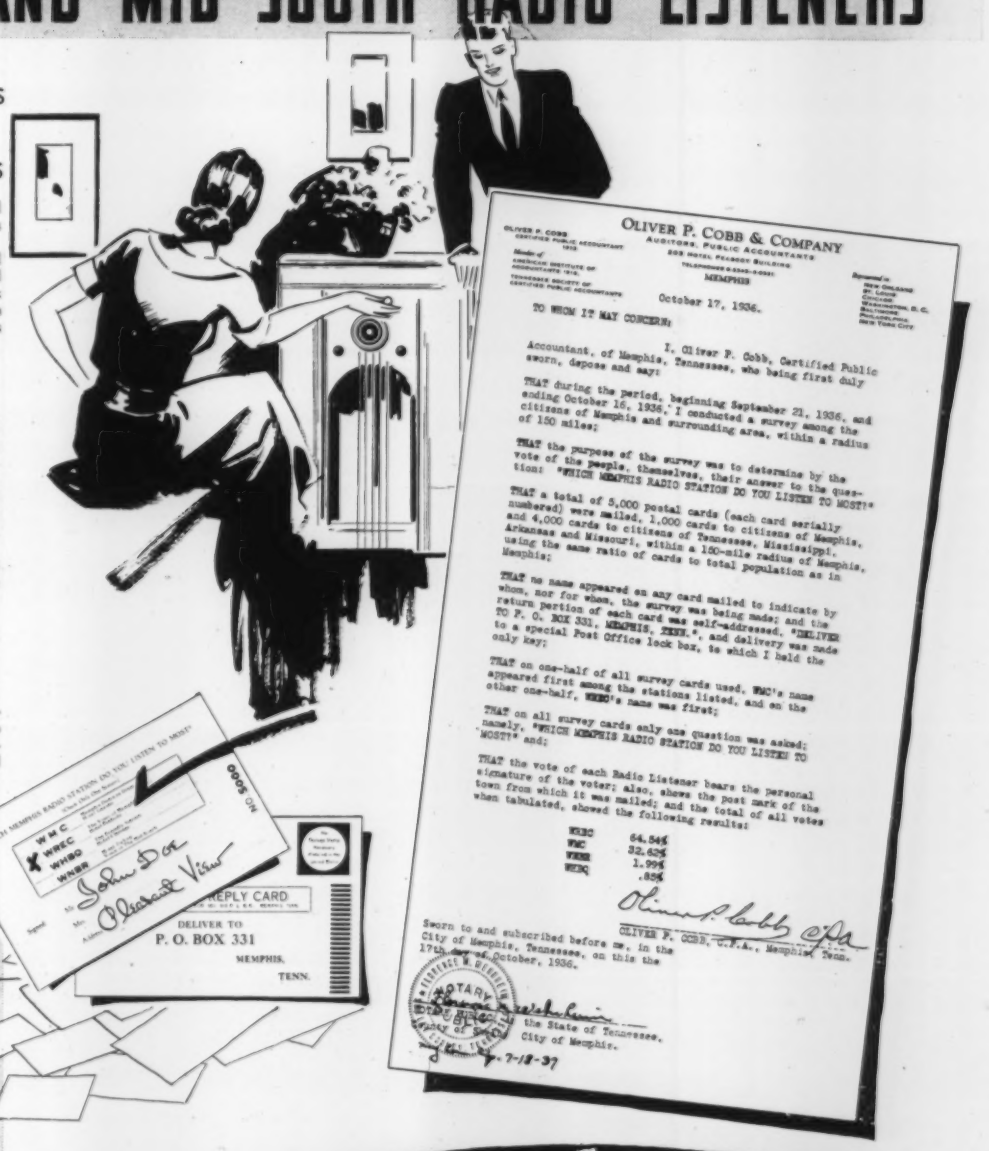
In the column to the right is the terse statement of HOW the Radio Listeners' votes were cast. Farther-reaching, even, than their votes, is the fact that each person voted as he felt. Consider the fact that no one could possibly have known by whom, nor for whom, the survey was being made; that each voter mailed his own vote direct to a special Post Office lock box, in Memphis, to which Oliver P. Cobb, personally, held the only key. Read Mr. Cobb's sworn statement, yourself.

Here's the composite answer of Memphis and Mid-South Radio Listeners to the question, "Which Memphis Radio Station Do You Listen to Most?"

WREC	64.54%
2nd Station	32.62%
3rd Station	1.99%
4th Station	.85%

Call it popularity, or grit, or what you will . . . the public—Radio listeners and advertisers—like, and loyally support a Radio Station that does a big job in a big way. That is why Radio listeners prefer WREC . . . that is why WREC is outstanding among all Memphis Radio Stations.

(All cards and data pertaining to this survey remain in the office of Oliver P. Cobb & Company, in Memphis, and are open for inspection by any interested advertiser.)


OLIVER P. COBB & COMPANY
AUDITORS, PUBLIC ACCOUNTANTS
MEMPHIS
October 17, 1936.
TO WHOM IT MAY CONCERN:
I, Oliver P. Cobb, Certified Public Accountant, of Memphis, Tennessee, who being first duly sworn, depose and say:
THAT during the period, beginning September 21, 1936, and ending October 16, 1936, I conducted a survey among the citizens of Memphis and surrounding area, within a radius of 150 miles;
THAT the purpose of the survey was to determine by the vote of the people, themselves, their answer to the question: "WHICH MEMPHIS RADIO STATION DO YOU LISTEN TO MOST?"
THAT a total of 5,000 postal cards (each card serially numbered) were mailed, 1,000 cards to citizens of Memphis, and 4,000 cards to citizens of Tennessee, Mississippi, Arkansas and Missouri, within a 150-mile radius of Memphis, using the same ratio of cards to total population as in Memphis;
THAT no name appeared on any card mailed to indicate by whom, nor for whom, the survey was being made; and the return portion of each card was self-addressed, "DELIVER TO P. O. BOX 331, MEMPHIS, TENN.", and delivery was made to a special Post Office lock box, to which I held the only key;
THAT on one-half of all survey cards used, WMC's name appeared first among the stations listed, and on the other one-half, WREC's name was first;
THAT on all survey cards only one question was asked; namely, "WHICH MEMPHIS RADIO STATION DO YOU LISTEN TO MOST?" and;
THAT the vote of each Radio Listener bears the personal signature of the voter; also, shows the post mark of the town from which it was mailed; and the total of all votes when tabulated, showed the following results:
WREC 64.54%
WMC 32.62%
WHBQ 1.99%
WHBQ .85%
Oliver P. Cobb
OLIVER P. COBB, C.P.A., Memphis, Tenn.
Sworn to and subscribed before me, in the City of Memphis, Tennessee, on this the 17th day of October, 1936.
NOTARY PUBLIC
the State of Tennessee,
City of Memphis.
7-18-37
WMC
WREC
WHBQ
REPLY CARD
DELIVER TO
P. O. BOX 331
MEMPHIS,
TENN.

MEMPHIS AND MID-SOUTH VOTE "WREC" 2 TO 1

WREC

The Voice of Memphis

Affiliated with COLUMBIA BROADCASTING SYSTEM

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY

NEW YORK 336 Madison · CHICAGO 435 Michigan · SAN FRANCISCO Russ Building

OVERWHELMING CHOICE OF MEMPHIS AND MID-SOUTH *Radio* LISTENERS

The Music M

SOUND ENGINEERING

In years gone by, Enrico Caruso as Canio in the opera Pagliacci, thrilled audiences with the rich melody of his voice. His drum and costume you see above. Today, more than a decade after Caruso's death, his magnificent voice still stirs music-lovers the world over —coming to them on Victor Records with all the glory of old . . . recreated by the sound engineering of RCA!

RADIO CORPORATION OF AMER

EVERYTHING IN RADIO FOR SERVICE IN COMMUNICATIO

Millions Want ...*when they want it!*

Another RCA product, Victor Records, provides music to suit every mood—bringing the world's greatest artists to America's homes!

In Victor Records, too, RCA sound engineering plays an important part!

For more than thirty years there has been a forward march of painstaking experiment, tireless research and careful development in our sound recording laboratories. These years have produced, among other "firsts," Victor High Fidelity Records—and phonograph-radios and electric phonographs which at last bring precise, truthful reproduction of these records. This—climax of sound engineering—is something never before accomplished!

Just as every move is double-checked in record manufacture, so the other divisions of RCA work with the same year-long caution and exactness to insure products worthy of the RCA trademark.

In addition to instruments for the reproduction of Victor Records in the home, RCA services make sound film equipment, amplifiers and loudspeakers for public address systems. Notable achievements in sound reproduction that have come from RCA include the Dynamic Amplifier, which restores true volume range to record performance and the Rotary Stabilizer, a device highly essential for high fidelity reproduction of sound motion pictures.

RCA is the only organization engaged in every phase of radio. Hence RCA *knows* radio—knows most about sound engineering in the industry. This has given the public *confidence* in the RCA name. That's why dealers find it wise to identify themselves with RCA. They make more money.

Remember—RCA has produced more "firsts" in radio than anyone else. For RCA has always *engineered sound*—just as some day RCA will *engineer sight!*

RCA'S RECORDING "FIRSTS"

include:

First with Orthophonic recording... First to sign up important artists... First to use commercially flat disc talking-machine records... First to perfect sound-on-film method for synchronized talking motion pictures... First to demonstrate commercial practicability of home sound picture apparatus using sound-on-film system with 16 mm. standard amateur film.

First with new system of noiseless recording for motion picture field... First to recreate old records, adding new orchestration... First to increase range and more delicately shade tone in sound motion pictures by development of High Fidelity recording.

First to use the now famous Victor Higher Fidelity process to make phonograph records.

RCA MANUFACTURING CO., Inc. • RCA COMMUNICATIONS, Inc.
NATIONAL BROADCASTING CO., Inc. • RCA INSTITUTES, Inc.
RADIOMARINE CORPORATION OF AMERICA

Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2 to 3 P. M., E. S. T.

...ERICA · *Radio City* · NEW YORK

...UNICATIONS . . . BROADCASTING . . . RECEPTION

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The "Affair Vandenberg"

LITTLE credit was reflected on any participants in the "Vandenberg affair" which occupied so much front-page space during the last fortnight. First of all, the G. O. P. radio staff, headed by an advertising man who knows radio intimately, with a staff of aides formerly employed by the networks who certainly know the rule both CBS and NBC have always invoked against the use of transcriptions or recordings except as incidental sound effects, would seem to have "pulled a fast one" on CBS and on Senator Vandenberg. CBS was not told beforehand the nature of the program, and Senator Vandenberg, an exceedingly fair-minded man, said he had been informed no rule or regulation would be violated.

Secondly, once having made a decision, the executive should have stood by it instead of altering it at the very time of the broadcast and after having told the audience the program would not be heard. On our part, whatever the merits of the networks' self-imposed rule, and admitting CBS had been fooled, CBS might better have let the broadcast go on and thereafter told the Republican radio chiefs it could not be done again. It is idle to charge CBS was motivated by fear of the administration in Washington; everyone in radio knows the rule the networks have applied to themselves, if not to their owned and managed stations, and everyone who knows radio knows the networks have always leaned over backward to play fair with all political parties. After all, theirs are businesses which will exist under any and all administrations—and no one except ex-G. O. P. Chairman Fletcher, in the *America at the Crossroads* affair, has accused them of wilfull partisanship.

Finally, there was little credit to George H. Payne, Republican telegraph commissioner, when he leaped into the publicity affray with statements inferring "deceit" in the use of the President's voice from recordings in the Vandenberg colloquy. For one thing, it was not strictly an affair of Mr. Payne's, who does not sit on the Broadcast Division but who never lets slip by an opportunity to ride on broadcasting's superior publicity-getting capacity by running to the press with statements on every controversy involving radio. Senator Vandenberg himself told of Mr. Payne in capable fashion in his second CBS broadcast; more than that, Senator Vandenberg showed that he was the least perturbed of all over the episode when he asserted that as far as he was concerned the incident was closed.

We doubt whether the "new technique" will be much used hereafter either on networks or locally, though we admit there are two sides with good arguments on both as to its merits. At any rate, the Republicans got a tremendous publicity break for themselves—and we rather suspect that's exactly what they wanted. As for radio itself, it will weather this political storm as it has others quite as acute. Any Congressional investigation will do no more than kick radio about a little more, and any such investigation will also prove that radio definitely intends to maintain its status as a non-partisan and independent medium.

A Couple of Points

NO HEARINGS of greater fundamental importance to the future of broadcasting than those of last month before the FCC Broadcast Division ever have been held since broadcasting first began sixteen years ago.

We have said much in these columns with respect to those hearings and suggested what we regarded as the proper course for the FCC Broadcast Division to take. The Division will move slowly, and properly so, before it arrives at any conclusions. It is clear at this time that it does not propose to foster a reallocation, but that it intends to improve the existing order through gradual evolutionary steps. That to us appears the wisest course.

Without going into the merits of any of the claims advanced by any of the particular groups, we do feel that there are certain basic points which the Division might well take into account in considering the entire broad issue. First, we contend that, rather than proceed on the theory of licensing any appreciable number of new stations to fill gaps which may develop, the Division should initially accommodate those stations now on the air that are faithfully fulfilling their obligations of public service. Part-time stations are deserving of a better lot and enterprising locals should be graduated into regional status before a single new station application is considered, where the facts warrant.

Of no less importance is the opportunity now presented to increase the license life of stations from the present inequitable and unduly hazardous six-month period to the full term of three years permitted in the law itself. This point was eloquently raised by at least two of the witnesses at the hearings. We believe that in devising its projected new rules, based on the hearings, the Division would be doing the just thing in issuing licenses for the full period the law allows.

Public Domain Music

A PUBLIC domain transcription library of 100 hours playing time is promised by the NAB as the first phase of the campaign outlined by James W. Baldwin, managing director, designed eventually to give to radio its own music supply, free from the restraints of such copyright-owning groups as ASCAP.

Mr. Baldwin announces, in this issue, that some 1,600 public domain compositions already have been verified by his Bureau of Copyrights, and will be employed in the recording of the initial 100-hour library. NAB member stations, naturally, must pay the bill and the plan is to pro rate the cost among them.

The NAB board of directors, elected by the station membership, has approved Mr. Baldwin's project. The NAB membership itself at the annual convention last July affirmed the action of the board and gave Mr. Baldwin a vote of confidence on his plan.

No one can be certain, at this stage, that the project will work. But it certainly deserves a fair trial. NAB member stations should cooperate in every way possible with their trade association, since the objective is one of their own choosing and one that may some day place the industry in a position of buying its music in an open market, at competitive prices, rather than paying under duress to copyright groups which have been anything but fair in their dealings.

The Radio Census

THE FIRST government census of the broadcasting business, covering the year 1935, has been completed by the Bureau of the Census, as reported elsewhere in this issue. Without attempting to analyze the results, it appears to us that an undertaking of this kind is of definite value. Of a somewhat different nature than the NAB business index, which has been conducted for the last three years, it nevertheless serves as a check and balance for these computations.

There is the possibility that the Bureau will undertake this census of broadcasting, as it does for many other major industries, on a biennial basis. The broad idea is good. However, in matters of so technical a nature discrepancies are bound to creep in, and "bugs" obviously develop. The results of this initial survey should be checked closely and broadcasters should feel free to advance suggestions as to how any such future undertakings might be made more inclusive.

WRITTEN at last is the story of America's and the world's "hams", those shortwave hobbyists who have contributed so greatly to radio's advancement in all its branches. Dedicated to the memory of the late Hiram Percy Maxim, father of amateur radio, *Two Hundred Meters and Down: The Story of Amateur Radio* is now off the presses (American Radio Relay League, Hartford, Conn., $1). Its author is Clinton B. DeSoto, assistant secretary of the ARRL, but it is not merely a promotion piece for that organization. It tells in thoroughly objective fashion the history of hamdom, outlines its technical, legal, political and social developments, and predicts the part amateurs will play in the future, including their probable role in television and facsimile transmission.

We Pay Our Respects To —

LENOX RILEY LOHR

EVERYONE in radio knows that Lenox Riley Lohr was an Army officer before he became general manager of the Century of Progress; that he was picked for the presidency of NBC on the basis of his brilliant record as executive of Chicago's famed and successful exposition; that he came to radio last Jan. 1 with little or no previous knowledge of or practical experience in the broadcasting field; that he assumed a task, combining the posts of president and general manager formerly held by two men, which is generally regarded as the most exacting job in all radio.

But as yet few outside the NBC executive fold know what manner of man is this slight, dark-featured, quiet-spoken chap whom RCA President David Sarnoff chose to head NBC after an acquaintanceship of only short duration.

NBC's executives knew that Mr. Sarnoff had been told by some very important men who knew Mr. Lohr's record and who knew his work that "this is your man". Few were more curious about the man than these executives themselves, for after all he seemed to be just another outsider who, worse luck, knew and confessed he knew very little about the peculiar structure of American broadcasting and the important position NBC occupies in it as the pioneer and largest network organization.

Only 10 months have elapsed since Mr. Lohr took over, but in this the eleventh month NBC is celebrating the tenth anniversary of its founding on Nov. 15, 1926. Since Mr. Lohr has yet to develop the wide acquaintanceship that his predecessor and colleagues enjoy, BROADCASTING deems it apropos at this time to secure a composite picture of the man, as a person, from those who know him best. That Mr. Lohr has already justified the faith of those responsible for his selection, and that he is destined to play an important role in the future not only of NBC but of American radio, can be stated without qualification at the outset.

First, a short review of his career. Born in Washington, D. C., on Aug. 15, 1891, he attended the schools there and was graduated with honors from Cornell University in 1916 as a mechanical and electrical engineer. Then he attended Claire College at Cambridge University in England. When the United States entered the war, he joined the Army engineering corps and served with distinction in action in France, winning a citation for meritorious service and rising to the rank of major.

Returning from France, he was assigned by the War Department to edit the official journal of the Society of American Engineers, which became known as *The Military Engineer*, published in Washington. He served on various federal boards and surveys and this tour of duty lasted seven years. When he was about to be shifted to another military post, his personal friend and Army associate, Gen. Charles G. Dawes, then Vice President of the United States, whose brother was one of the prime movers in the plans for the Chicago fair, persuaded him to accept its general managership.

Now something about the man himself, gained not only from first-hand contacts but chiefly from the men who know him best:

Rather unassuming, unpretentious in dress and deportment, the first reaction to the man is that he is somewhat inscrutable. When he first came to NBC the impression was that he would be a sort of military martinet. As a matter of fact, he does follow the military formula: Issues orders, delegates responsibility, holds subordinates accountable for performance, backs them to the limit, right or wrong, publicly, but privately discusses mistakes with them in unvarnished terms. Nevertheless, he is far from the military type, and no such impression remains.

His first task when he took over was to set about "learning the ropes", so to speak, and setting NBC's organizational house in order. He cut what he regarded were nonessentials, merged, reordered—and, what is more important, promoted deserving men and increased their salaries. He is still engaged in that process.

His attitude toward every problem is scientific; his approach analytical and logical. There was some belief that he lacked an appreciation of the human equation which is so important to radio, where rules and practices today may be obsolete tomorrow. His colleagues found him earnest but with charm and humor and friendliness in approach and conversation. His attitude was entirely sympathetic; he soon disabused everyone of the idea that he was there to force a cleanout and enforce a military regimen. He made haste slowly, while learning always—and it was not until mid-year that he began rendering decisions on the basis of knowledge and advice.

At the moment, client relations and station relations are a chief concern. While NBC is still in a state of flux with respect to its station relations, particularly the upbuilding of the Blue Network, the fact that new contracts are being signed with most of NBC's affiliates, that an amicable and mutually satisfactory agreement was reached by Mr. Lohr personally with Powel Crosley and WLW, and that NBC's business is decidedly on the upturn has been pleasing all around.

Recalling that in ten months he has been obliged to learn a business that probably packs more headaches to the hour than any other, it is the opinion of those in a position to judge that he has performed a remarkable job of absorption and digestion. His associates are most pleased because he seldom moves without obtaining information and suggestions from those who know the various problems best. He has won loyalty along with respect, and the esprit de corps within NBC is at its highest today.

He is an indefatigable worker, and frequently will be found at his desk far into the night. Often he will be found in the byways of the labyrinths of Radio City, consulting unobtrusively with clients, agency men, production men, engineers and even page boys. Few have seen him relaxed, but he finds relaxation in a change of occupation. Outside of business hours he likes to tinker around the estate he recently purchased at Tarrytown, collects stamps, coins, butterflies and antique playing cards (his playing card collection is one of the largest in the country), likes to experiment with electronic devices, sometimes goes in for amateur magic and occasionally hunts and fishes.

Mrs. Lohr, the former Florence Josephine Wimsatt of Washington, is a graduate psychiatrist of Johns Hopkins University. They have five children, three girls and two boys, the eldest 10. He is a Catholic and a member of the American Society of Civil Engineers, Washington Academy of Science, Phi Sigma Sigma, Scabbard & Blade, Cherry Circle Club and National Press Club. He is the author of many technical papers in his engineering fields and he sits on the board of Chicago Museum of Science and Industry.

PERSONAL NOTES

CLAYLAND T. MORGAN, who joined NBC as special assistant to President Lohr Oct. 1, was guest of honor at a dinner at the Waldorf-Astoria Oct. 29 tendered by his former associates in the steamship field. Mr. Morgan resigned as publicity manager of the French Line to accept the NBC post.

KARL A. BICKEL, president of Continental Radio Co., Scripps-Howard affiliate, now vacationing in Europe will attend the BBC television demonstration in London during the first week in November.

RAY LEWIS has joined the sales department of KFRC, San Francisco, as account executive, coming from KJBS, that city, where for more than two years he was announcer-salesman.

MAJ. J. T. CLEMENT, Washington vice president of RCA Mfg. Co., on Oct. 20 was honored by the Italian government by being named a Knight of the Royal Order of the Crown of Italy. Maj. Clement, a former regular Army officer, also holds decorations from the French and Chinese governments.

WARD INGRIM, on the sales staff of KFRC in San Francisco since July, 1935, has been appointed sales manager, succeeding Henry M. Jackson, named CBS San Francisco sales manager. Before joining KFRC, Ingram was with KJBS, San Francisco.

ED CUNNIFF, formerly of WORK, Rockford, Ill., and recently in the representative field in Chicago, has joined KMA, Shenandoah, Ia., as director of merchandising.

MARSHALL PENGRA, formerly with KSLM, Salem, Ore., in mid-October joined KRNR, Roseburg, Ore. as commercial manager.

DAVID McCOSKER, formerly on the sales staff of KFI-KECA, Los Angeles, in October joined the sales department of KFWB, Hollywood.

ARCH SHAWD, manager of CKLW, Windsor-Detroit, resigned in October.

R. B. MARTIN, manager of KFAB and KFOR, Lincoln, Neb., has been named official football announcer for the University of Nebraska. Martin handled the microphone at the Minnesota game in Minneapolis for KFAB and KOIL, and university authorities were so well pleased with account of the game that they appointed him to his new post. Nebraska permits broadcasts only of games which are "sell-outs", but all stations which pick up the games will now have to take them from Martin.

ELMER HANSON has been promoted to sales manager of KFJM, University of North Dakota station at Grand Forks, which sells time, replacing A. H. Flaten, who on Nov. 5 joins the new KDAL, Duluth, in the same capacity. Bill Wallace, formerly of the old KGFK, Moorhead, Minn., moved to Duluth as KDAL, will join the Duluth station's sales staff.

OSCAR REICHENBACH, formerly associate editor of *Western Advertising*, but more recently with *Western Furniture Retailing*, on Oct. 20 was appointed sales promotion manager for CBS in California with headquarters in San Francisco. The appointment was announced in Hollywood by Donald Thornburgh, vice-president in charge of CBS Coast activities.

DICK STANNARD, sales promotion manager of KFWB, Hollywood, and previously in the same position at KHJ, resigned Oct. 20.

JEAN ARMAND late in October joined the administrative staff of KFWB, Hollywood, for special exploitation duties.

AL PRICE, formerly with the *Los Angeles Examiner*, and J. A. Stewart, formerly with the Mayers Co., agency, have joined the sales staff of KECA, Los Angeles.

ERNEST BAGGE became affiliated with the sales staff of KHJ, Los Angeles, the last week of October. He had previously been in charge of agency contacts for KMPC, Beverly Hills.

CLAIR HEYER, sales manager of W9XBY, Kansas City, is the father of a baby girl born recently.

BEHIND THE MICROPHONE

FRANKIE BASCH, radio's first sobsister, and Martin Starr, trade paper writer, have joined WMCA, New York, and Inter-City Group as roving reporters to be heard at odd times of the day. W. H. Campbell, free lance radio writer, has joined the WMCA production staff.

SYLVIA PRESS, for six months on the press staff of WINS, New York, has been named to succeed Charles Riley, resigned.

DENMAN ARNOLD, formerly sales promotion manager of WADC, Akron, Ohio, has joined WIRE, Indianapolis, as publicity director.

LEE BLAND, formerly of WOSU, Columbus, and WCMI, Ashland, Ken., has joined the continuity staff of WKRC, Cincinnati.

BILL ROBBINS, formerly of WOWO and WGL, Fort Wayne, has joined WKRC, Cincinnati, as an announcer.

MYRON J. BENNETT, veteran announcer, is conducting a radio course at North Dakota University, with 22 students enrolled for the study of station administration. Bennett recently addressed the Northern Interscholastic Press Association meeting in Grand Forks, speaking from the studios. He has been appointed program director of KFJM, Grand Forks, N. D. Gleason Kistler, chief announcer, has been promoted to studio manager.

RICHARD SCHEIDERKER, formerly publicity manager of Price Theatres, Hannibal, Mo., has joined the commercial continuity department of W9XBY, Kansas City.

BOB MOON has rejoined the announcing staff of KFOR, Lincoln, Neb., replacing Jim Eells, who has left for the West Coast.

KATHLEEN GOLDSMITH, executive director of the Radio Institute of Audible Arts, conducted by Edward Bernays for Philco Radio & Television Corp., but recently discontinued, has opened her own publicity office at 2109 Broadway, New York City.

MARK SMITH, formerly announcing at KFAC, Los Angeles, in October joined the announcing staff of KHJ, Los Angeles. Don McBain, newcomer to radio, became a remote control announcer.

TOMMY HARRIS, formerly of Dallas stations, has joined KGFJ, Los Angeles, as staff announcer.

HOLLYWOOD offices of Consolidated Radio Artists Inc., New York, were opened in the Equitable Bldg. in October with Phil Jacks, formerly of Pittsburgh, as manager, and Cliff Webster, for years business representative of Musicians Local 47, Los Angeles, as associate manager.

L. SCOTT PERKINS, onetime NBC producer in San Francisco, in October joined the ranks of free-lance transcription producers with *Bird Brains*, series of 15-minute programs in comedy vein. Recordings Inc., handled technical work in Hollywood.

FRED GRAHAM, formerly with KOA, Denver, on Oct. 15 joined the announcing staff of KHJ, Los Angeles.

CHARLES BENSON, formerly with KFI, Los Angeles, and later chief announcer at KMTR, Hollywood, has joined the announcing staff of KHJ, Los Angeles.

JACK JOY, for several years program and musical director for KFWB, Hollywood, resigned late in October and Leon Leonardi, former New York orchestra leader, succeeded him in the musical directorship. A separate position will be created for production activities.

NOISEPROOF NEWSROOM—WOAI, San Antonio, has its newsroom soundproofed, using insulated walls and cork bases set on rubber-insulated blocks for table bases. A system of lights with a high-frequency buzzer has replaced the usual bells. Standing in the photo is Ken McClure, news chief, with Victor Craze, night editor, at the simplex.

NORMAN H. BRINSLEY, formerly of the *Rockford Morning Star*, has been named publicity and promotion director of WROK, Rockford, Ill. He will continue as radio editor of the *Morning Star* and *Register-Republic*.

MITCHELL BENSON, announcer of WOR, Newark, has been placed in charge of the announcing and production staffs. Roger Lyons, formerly of WAAT, Jersey City, has joined the announcing staff.

GERALD LITTLE, English instructor of the University of Alabama, Gene Edwards, former free lance announcer, and Ted Woodard, who has announced on a number of Southern stations, compose the microphone staff of the new WJRD, Tuscaloosa, Ala.

CRANSTON CHAMBERLAIN has been added to the continuity staff of KFRC, San Francisco.

EDWARD CODEL, recent University of Minnesota graduate, has been appointed publicity director of WBAL, Baltimore. Before assuming his new post Oct. 26, he was married Oct. 24 to Miss Roslyn Segal, of Winnipeg.

DONALD DOUGLAS, recently of KOMA, Oklahoma City, has joined the announcing staff of KOIN, Portland, Ore. He succeeds Billy Sandorford who has left KOIN to take over head announcing duties at KAST, Astoria, Ore.

IVAN JONES, announcer of KOIN, Portland, Ore., is the father of a baby girl born Oct. 9, their third child.

DAVE STOLLERY, producer at KFAC, Los Angeles, early in Nov. was recuperating from an appendicitis operation at the California Hospital.

BEVERLY LATHAM has been appointed production manager of KFWB, Hollywood. He had been a continuity and production man for NBC in Chicago.

MARGUERITE VESSEL, newcomer to radio, joined the script department of KHJ, Los Angeles, the last week in October.

GLEN MORRIS, 1936 Olympic decathlon hero, on Oct. 14 joined the NBC special events and news division in New York to assist in sports broadcasts.

ROBERT BLAKESLY, Gordon Ray and Horace Walker, radio actors, have been added to the production staff of the Affiliated Broadcasting Co., Chicago.

RAY SUBER, formerly on the KOIL announcing staff in Omaha, has joined the affiliated KFAB-KFOR staff at Lincoln.

FRAN STEELE, producer at the Omaha studios of KOIL-KFAB, on Oct. 18 announced his marriage to Miss Ruth Inman, of Wheaton, Ill. The marriage took place at Waukegan, Ill., on April 7, 1936.

EDWIN REYNOLDS, CBS sales promotion-copywriter, was married Oct. 3 to Miss Charlotte Fairchild, in Dedham, Mass.

DON THOMPSON, NBC special events producer in San Francisco, described the Stanford-U.S.C. football game highlights for Fox-Movietone News on Oct. 24, for the newsreel shots of the event.

VANCE McCUNE has joined the NBC Chicago production staff.

THOMSON BARTLETT, announcer of WBBM, Chicago, spent the last week in October commuting between Chicago and Milwaukee, where he served as master of ceremonies for the Milwaukee Industrial Exposition.

WALLY WARREN, manager of KOIL's Council Bluffs studios, addressed a district meeting of the Junior Chamber of Commerce in Glenwood, his old home town.

NBC Stamp Club

THE NBC Stamp Club will sponsor a cachet for stamp collectors in celebration of the NBC tenth anniversary Nov. 15. All orders for this special cachet must be received by the NBC Stamp Club, Cachet Manager, 30 Rockefeller Plaza, New York City, not later than noon, Nov. 14, in order that the envelope may be mailed Nov. 15, the date of the anniversary. All orders must be accompanied by standard letter-size envelope, self-addressed and bearing proper return postage. Address and postage must occupy only right half of envelope, leaving left half free for the cachet imprint. The NBC Stamp Club, organized last spring by NBC employes and corporations associated with it, is a member of the National Federation of Stamp Clubs and of the Associated Business Stamp Clubs of New York.

ABC Music Economy

AS AN ECONOMY measure the Affiliated Broadcasting Company, midwestern regional network, gave four weeks' notice to the union musicians employed at its Chicago headquarters and effective Oct. 24 began originating all musical programs from network studios in Hammond, Ind., where union wages are on a considerably lower scale and where union regulations are much less stringent. The network is keeping an announcer and production man in Hammond to produce all musical programs, which are handled as remote pickups, being piped through WWAE, Hammond, by direct wire to the ABC Chicago control room and thence out to member stations.

Harry Hartman Winner Of Sporting News Award

HARRY HARTMAN, sports announcer of WCPO, Cincinnati, in a contest sponsored by *Sporting News*, St. Louis, was adjudged the most popular baseball announcer in a major league city. Harry Johnson, of KFAB, Lincoln, Neb., was declared the most popular announcer outside of the major league districts. Each received engraved cups. Arch McDonald, WJSV, Washington, was runner-up to Mr. Hartman.

Votes polled by each contestant follow: Major league—Harry Hartman, WCPO, 41,715; Arch McDonald, 37,305; France Laux, KMOX, St. Louis, 24,545; Fred Hoey, WNAC, Boston, 16,475; Hal Totten, WENR-WMAQ, Chicago, 8,665; Red Barber, WSAI, Cincinnati, 4,550.

Non-major league cities—Harry Johnson, KFAB, 11,030; Bob Bingham, WWNC, Asheville, N. C., 9,970; Vic Diehm, WAZL, Hazleton, Pa., 6,425; Dutch Reagan, WHO, Des Moines, 4,710; Roger Baker, WGR-WKBW, Buffalo, 3,430; Fay Brown, KFYR, Bismarck, N. D., 1,490.

CBS Board Is Appointed For Award to Amateurs

CBS has named a board of five noted men to select each year the individual who, through amateur radio, has contributed most to the American people, either in research, technical development or operating achievement, William S. Paley, CBS president, announced Oct. 17. Members of the board are Rear Admiral Cary T. Grayson, chairman of the American Red Cross; C. P. Edwards, director of radio for the Canadian Department of Marine; Anning S. Prall, chairman of the FCC; J. H. Dellinger, chief of the radio section of the Bureau of Standards, and A. E. Kennelly, professor emeritus of electrical engineering at Harvard University.

Decision to pay tribute to outstanding amateurs was announced on Sept. 6 by CBS at the National Amateur Radio Show held in conjunction with the American Radio Relay League's Central Division Convention at Chicago.

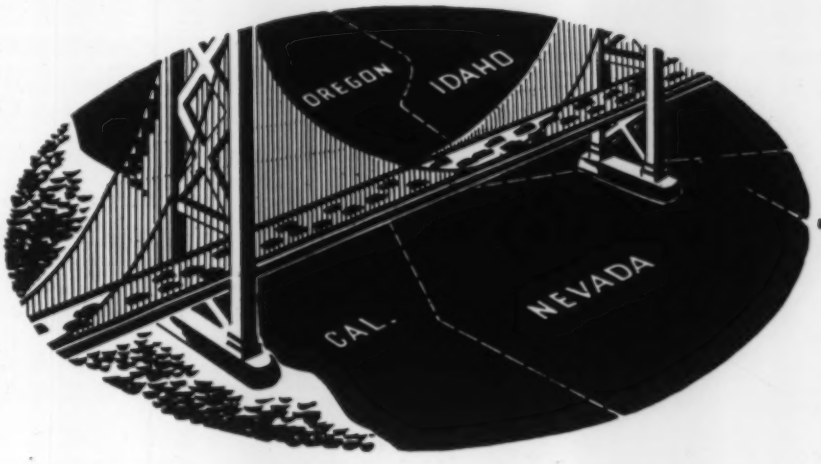
Mr. Paley at that time named the American Radio Relay League, official organization of this country's amateur radio operators, as permanent custodian of the award.

Grove Heads Ayer Music

GEORGE GROVE, former American Opera star, and recipient of several musical scholarships, has been appointed musical director of N. W. Ayer & Son Inc., New York, succeeding Deems Taylor, now with CBS. For the last six years Mr. Grove has been working on radio production and screensynchronization. He will be principally concerned with the CBS *Ford Sunday Evening Hour* and the NBC *Sealtest Saturday Night Party*.

WITH the recent purchase of CHWC, Regina, Sask., by the *Regina Leader-Post* which owns and operates CKCK in the same city, the two stations have been merged and are now operating as CKCK. The stations formerly shared the 1010 kc. channel, which is a U. S.-Canadian regional, each using 500 watts.

SAN FRANCISCO'S OTHER BRIDGE



Your sales message goes across in northern California and spans Nevada, Idaho and Oregon — when KPO carries your campaign. A long established favorite in this populous region, KPO has a proven record for results. Let us show you the score.

KPO **50,000 WATTS**
NBC Pacific Coast Red Network
SAN FRANCISCO

Completely programmed by NBC

Lohr on 500 kw.

(*Continued from page 27*)

that it would result in greater service to the people. He added he felt that the Commission must not only consider individual cases but public service as a whole.

Commissioner Stewart raised the questions he had asked previously during the hearing regarding segregation of 500 kw. stations. He asked Maj. Lohr whether he believed it advisable to limit the number of superpower stations under individual control and Maj. Lohr responded that each application should be considered upon its individual merits, in his opinion. Asked whether it would be advisable to limit the number of superpower stations carrying the same programs, Maj. Lohr said that there were engineering considerations involved, such as overlapping, coverage and strength of signal along with mileage separation. Here again, he said, the FCC will have to consider the individual cases.

The final Stewart question as to whether 500 kw. stations should be expected to originate their own programs independent of the networks was answered by Maj. Lohr in the negative.

Westinghouse Explains SYNCHRONIZATION

RESULTS of synchronization experiments conducted by Westinghouse with WBZ, Boston, and WBZA, Springfield, on the 990 kc. clear channel were explained in a statement filed with the FCC by Ralph M. Harmon, Westinghouse engineer.

Considerable additional service is obtained by the operation of WBZA with 1,000 watts in synchronism with WBZ, using 50,000 watts, Mr. Harmon said, adding that the area of good daytime service is almost identical with what would be obtained if the stations operated on adjacent channel frequencies. At night, because of the increased sky wave transmission, WBZA's primary service area is somewhat restricted. The converse effect, namely, restriction of WBZ's primary night service area by WBZA's sky signal, does not occur because 1 kw. at WBZA produces only one-seventh the signal strength produced by 50 kw. at WBZ, said Mr. Harmon. He added:

"Aside from the technical considerations involved in the usefulness of the electrical fields produced at the receiver, there are certain restrictions imposed on the program service which can be rendered by a group of synchronized stations. It is fundamentally necessary that all stations in the group carry the same programs all the time that there is overlapping of coverage if any appreciable gain in service is to be rendered by them. Such a requirement naturally materially reduces the usefulness of synchronized stations with respect to individual programs. What one takes all take, and a synchronized station is apt to lose local identity. In many instances at least some of the stations on a synchronized network of necessity would take programs which are designed for other specific areas having interests which are not identical with other local interests."

JOLLIFFE PLEADS AGAINST RADICAL CHANGES

Dr. Jolliffe

DRAWING upon a half-dozen years of experience as chief engineer of the FCC and its predecessor Radio Commission, Dr. C. B. Jolliffe, engineer in charge of the RCA Frequency Bureau, New York, in appearing before the Broadcast Division Oct. 15, made a strong plea against any "radical or sensational changes" in the broadcast structure. He asked that changes in allocation or reallocation of frequencies to stations proceed on the basis of evolution and experimentation.

In a lengthy presentation covering all phases of broadcast operation, Dr. Jolliffe went on record in opposition to reduction of the number of clear channels; in favor of superpower; against duplication on clear channels; in favor of increases on regional and local channels where feasible technically; against indiscriminate use of directional antennas; against the theory that synchronization is a "cure-all"; and in favor of commercial use of the ultra-high or "apex" frequencies for local broadcasting.

Need of Clear Channels

AFTER discussing the existing allocations worked out in 1928, Dr. Jolliffe said that some 40,000,000 people live outside the primary service area of stations, and without clear channel service would be without any type of radio reception. The experience since 1928, he said, shows that this type of station is the only one capable of giving a reasonably satisfactory service to rural communities. And the FCC clear channel study, he brought out, is an additional piece of evidence to bear out this view. No technical development has been made since 1928 to reduce the necessity for clear channels, he declared, and there are no such developments in the laboratory.

As for high power, Dr. Jolliffe said that on clear channel stations it will increase the average level of the signal received. Consequently, he said, it is logical and desirable to permit the use of adequate power by all stations on clear channels. He said:

"What the upper limit of this power is we do not know; certainly not 50 kw., and probably not 500 kw. Developments will demonstrate what is engineeringly practicable and feasible. Duplicate assignments should not be made on these channels even though they may appear technically possible. Certainly such assignments will impede progress and limit future use of all developments to provide better service to the rural population. It is a sure method of stopping progress."

Dr. Jolliffe said the number of clear channels now actually clear and used as clear channels is "the minimum which can give adequate service to rural communities scattered over the vast area of the United States." On the mooted question of "duplication" of chain programs, he said it is highly desirable that the listener have available the same program on several widely distributed stations because daily and seasonal differences in the long distance transmission of radio waves makes impossible constant reception from a single station.

Regional Power Boosts

ON THE question of maximum power on regional or local stations, Dr. Jolliffe said the FCC must take into account the interference which must be overriden. Increasing the power five times on a regional, he declared, would increase the signal strength from 5 millivolts to 11 millivolts in urban areas, which, he added, would not result in any better service, but would simply increase the strength of the interference in the area outside the good service area and make it more objectionable. Moreover, he said, each frequency must be considered with reference not only to stations on that frequency but also on adjacent frequencies.

The number of stations on a duplicated channel, said Dr. Jolliffe, must be based on the type of service which the station is intended to render. If a station is permitted on a regional or local channel with less geographical separation than is at present maintained, it will reduce the service of the existing stations, he pointed out.

Directional antennas were declared by the former chief engineer as useful but not the solution of all allocation problems. How far they can enter into the allocation problem, he said, is a question of policy and economics. "From an engineering standpoint it is not a wise policy to permit the installation of a station using a directional antenna to protect other stations on the same channel and at the same time receive interference from those other stations inside the area which it is primarily designed to serve," he said. This, he added, results in severe criticism from listeners and is not good engineering practice.

Declaring that directional installations should be considered in each individual case, Dr. Jolliffe said that synchronization falls into the same category. Each application must be studied and the best solution arrived at in the public interest.

Ultra-High Frequencies

DISCUSSING ultra-high frequency broadcasting in the bands between 6,000 and 20,000 kc., Dr. Jolliffe said they give long distance service but cannot replace the service of clear channels. If all of the frequencies in this range were made available to broadcasting in this country there still would not be enough frequency space to provide a full and complete competitive service to rural communities, he said.

Advocating use of these channels commercially, Dr. Jolliffe declared these frequencies are capable of giving a better and more satisfactory service to a local area than are the standard broadcast frequencies. "Signals from stations operating on these frequencies," he said, "are steady, substantially free of interference and capable of giving high-fidelity service. If your Commission will authorize the commercial use by broadcasters of an adequate band of frequencies above 30,000 kc., you will take a step toward the eventual reduction in the congestion in the standard broadcast band. Receiving sets for these frequencies will come into use when frequency allocations are stabilized and local service will be greatly improved."

In conclusion, Dr. Jolliffe summarized his testimony with eight specific suggestions, as follows:

1. Specify by regulation standard of service "free of interference" on basis of *output* of receiving set.
2. Specify by regulation a "typical receiving set" including all factors which influence the output of this receiver.
3. Specify propagation curves to be used in allocation problems to relate field intensities to output of transmitting stations.
4. Classify by regulation each frequency on which duplicated operation is permitted on the basis of a protected primary service area in which a station is entitled to reception "free of interference" permitting use of sufficient power to provide field intensity sufficient to overcome man-made interference to the limit of this area.
5. Provide clear channels without limit of power in order to give the best possible secondary service to persons outside primary service area of stations specifying standards of protection for primary service area.
6. Set up mileage-frequency separation tables which relate all factors of standards of service, receiving sets and propagation for each classification of stations and for all frequencies capable of producing interference.
7. Specify basis on which standards can be replaced by field observations of existing conditions.
8. Make application of devices such as directional antennas, synchronization, etc., only if such application results in improved service in areas without adequate service and where it is possible to give complete service to the population of the area, specifying standards of service and all conditions at time of such grant.

Cross-examination

"DATA have been submitted which can be used to set up and measure all these factors," Dr. Jolliffe asserted. "If these data are not sufficient to meet your need and you believe that more data are required, the problem is so important to the American public that the data necessary must be obtained before you make decisions that will change the fundamentals of allocation. Technical facts are known now or can be measured; they should be applied accurately and at all times."

Under cross-examination, Dr. Jolliffe declared that he felt there should be flexibility in broadcast regulation and that it should be applied in an evolutionary manner. Asked by Chief Engineer Craven regarding possible interference conditions through the use of superpower, Dr. Jolliffe said that within the North American Continent there are possible complications but that outside the continental limits he did not see any serious international controversies. He brought out that at the Madrid Conference in 1932 the question of high power in North America was considered. It was not believed by the engineers present at that time that there would be any interference internationally with 500 kw., he said.

Dealing specifically with possible European interference, Dr. Jolliffe

said he did not believe that with 500,000 watts or even greater power there would be any serious situations develop in the two most populous areas of the world—the United States and Europe. As for South America, Dr. Jolliffe said there might be the possibility of coverage by superpower stations in this country over the rather sparsely settled areas of South America but without serious interference. In the portions farther away, he said there might develop acute situations which possibly would require changes in frequency assignments there.

One case in point mentioned by Dr. Jolliffe was the situation of WSM, Nashville 50,000-watter. He said that during his last trip to Europe he was asked about WSM's coverage and facilities but that it developed that the station does not lay down a sufficient signal in Europe to be measured but it does in Rio De Janeiro.

Asked by Comdr. Craven whether 500 kw. stations should be expected to render nationwide coverage, Dr. Jolliffe said that such stations could not possibly serve the entire country but they should do a bigger job than simply serving the contiguous areas. Duplication on clear channels, he said, would be in the nature of stopping progress. Every tendency we know about today on clear channel duplication, he said, reduces service. This he termed the main objection to duplication. He added that any action which would tend to limit power would impede progress.

Telegraph Commissioner Stewart asked Dr. Jolliffe regarding his views on duplication of programs, and Dr. Jolliffe said it was impossible to state now whether there would be any greater degree of chain duplication through increased power since factors such as location of the stations would have to be taken into account.

Telephone Commissioner Thad H. Brown raised the question of the WGY-KGO duplicated operation on a clear channel. Dr. Jolliffe said that his recollection was that KGO has a very limited service on the coast while the secondary coverage of WGY in the east is also severely limited.

Flexible Allocations URGED BY SUTTON

APPEARING for a group of regional, local, daytime and limited time stations, George O. Sutton, Washington attorney, presented a detailed statement Oct. 19 in which he made a plea for a flexible broadcasting structure. The essence of his testimony was that 500 kw. stations be not permitted, that there be duplication on certain clear channels in the discretion of the FCC, and that local, regional, limited time and daytime stations be accommodated with improved assignments or increased facilities in any such gradual revision of the spectrum.

Mr. Sutton, himself a member of the former Radio Commission engineering staff at the time of the 1928 allocations, recounted the steps which led to the allocations of that year. He pointed to its shortcomings, declaring that even then there was a school of thought opposed to 40 clear channels. However, they were unsuccessful in their efforts, he said. Using as his thesis the argument that the rigidity of the past in allocations must be supplanted by the flexibility of the future, Mr. Sutton said the Davis Amendment, repealed several months ago, made for rigidity. With its elimination, he said, it is possible to apply factors in allocations which will not be mathematical and which will coincide more closely with the economic and social needs of the listeners.

Opposes "Consent" Procedure

MR. SUTTON criticized the procedure whereby dominant stations on clear channels are in position to give "consent" to the operation of other stations on their channels. On many of the clear channels, he said, uneconomical use has been made of them, as witness the fact that several stations are not yet using 50 kw.

"Unless there is proper balance between the service functions of radio and sound engineering," he said, "we cannot hope to develop a basis of allocation which will be fair and equitable to all groups requiring radio service."

As for regional station allocations, Mr. Sutton argued that an insufficient number of frequencies was provided due largely to the allocations for clear channel service; that regional stations were allocated to frequencies on the basis of the same maximum power regardless of the areas which they were supposed to cover; and that the maximum nighttime power established for the stations was 1,000 watts, with a large number authorized to use less power.

The effect of this has been, he

COAST TO COAST
MORE LAUNDRIES
use
LAUNDRY RADIOAIDS
Than any other
RADIO PROGRAM

Wire or write

"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.

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Also available

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RADIOAIDS

3,500,000

This figure represents the potential audience of WBAL—Maryland's most powerful and only clear channel broadcasting station.

3,500,000

With this tremendous difference in size of audience, the cost per listener on WBAL is materially lower than that of any other station in Maryland.

WBAL BALTIMORE • MARYLAND

National Sales Representatives

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

said, that certain regional stations have been unable adequately to cover their normal area of service and are still unable to do so; that extreme congestion has resulted on certain regional frequencies with no provision for adequate mileage separations; that stations on these crowded frequencies have not been properly equalized as to distribution; that due to the rigidity of the limitation of nighttime power to 1,000 watts, many stations at present cannot meet the needs of their listeners; and that many areas which were not provided with adequate service in 1928 were forced to content themselves with daytime or part-time stations.

Local Channel Congestion

DISCUSSING local stations, Mr. Sutton said that the effect of providing too many clear channels has made the local station situation even worse. In the case of locals, he said, only six channels are provided for their use, with the congestion such that in some sections stations are separated by only 50 miles on the same frequency.

Mr. Sutton said that it is possible to rectify certain of these deficiencies. Repeal of the Davis Amendment provided the potentiality of introducing an increasing degree of flexibility in the broadcasting structure, he said, with resulting improvement of service. Improvement of operation of transmitters making possible the reduction of frequency tolerance from 500 to 50 cycles and the greater importance of directional antennas, he said, have provided a means of utilizing frequencies in a manner not contemplated in the original regulations.

Mr. Sutton advocated a far-reaching program of research and development in connection with allocations. Declaring that this would take a long time, he said that a start could be made by development of sufficiently flexible regulations to enable a sound consideration of the economic and social factor in allocations in individual cases; the setting up of procedure in determining the needs of service which will allow adequate and scientific consideration of the social and economic factor in hearings and assignments on specific cases, and the following of the principle that a station wherever possible shall be given the opportunity to cover adequately the entire area or territory which constitutes its logical zone of influence economically and socially.

He recommended two classes of channels: 1. The unrestricted service frequencies, or one dominant station on a channel, and 2. the restricted service frequencies, which would be the existing local and regional classifications. In the latter, there could be a number of subgroups based on the character of listener service needs.

No National Need

ON CLEAR CHANNELS, Mr. Sutton said, there is no need of covering the entire nation with one station at nighttime, even if it were possible to do so. In the daytime, he said, it is entirely out of the question. He said that this is on the assumption that the networks do the national coverage job. "Networks," he said, "are probably the only means of securing sufficiently intensive coverage of a nation to adequately render this service to all listeners."

On this score, he argued that the present number of clear channels is not essential. Therefore, he advocated that the FCC permit duplication on as many clear channels with or without directional antennas as may be required to bring about the fullest use of such channels in the public interest.

Mr. Sutton summarized by emphasizing three points: 1—That a large measure of flexibility should be introduced in broadcast allocations to fit more closely the listener needs; 2—the extreme need of maintaining a balance by the various types of service necessary to a fulfillment of the public interest, and 3—that the approach should be evolutionary on the whole problem of allocation.

Under cross-examination by Chief Engineer Craven, Mr. Sutton declared that in the case of superpower it might not be the wise thing from the economic or social point of view to use it even though it may be feasible technically. Using an analogy, he said that science developed the magnifying glass as a means of aiding deficient eyesight but that "500,000 power telescopes are not used for correcting eye deficiency or carrying a theory to its extreme."

ECONOMIC FACTORS CITED BY HEARST RADIO

A NEW economic note was injected into the hearings on Oct. 16 by Hearst Radio Inc., which made a plea for consideration of market values with relation to stations rather than hard and fast engineering theories. Through Emile J. Gough, vice president of Hearst Radio, and L. J. McCarthy, director of marketing of Hearst Magazines Inc., an elaborate presentation was placed in the record.

Mr. Gough made it clear at the outset that Hearst Radio does not appear at the hearings in favor of any class of station or service; that the 10 stations comprising Hearst Radio embrace all classes of transmitters as at present defined at widely scattered locations through the country, and that though Hearst Radio is one of the varied Hearst interests, it is operated independently and strictly as a broadcasting business. He said:

"The purpose of Hearst Radio in appearing before this Commission is to present certain information, principally in the economic field, which we believe will be of assistance in the determination of fundamental policy regarding the allocation of broadcasting facilities in the public interest." He explained further that originally he had planned to have J. C. McNary, Hearst consulting radio engineer, present engineering testimony, but decided that anything he might say would be repetitious of technical testimony already presented.

Market Factors

MR. GOUGH discussed in detail various economic and market factors which should be taken into account by the FCC in consideration of policy as to broadcast regulation. He emphasized, however, that Hearst Radio is not opposed to any technical change of procedure or regulations which will result in improved listener service. It merely requests that such changes as may be contemplated be studied most carefully from the economic standpoint and that technical developments be fitted to and be made the servant of social and economic needs to the end of further progress in the listener interest.

His recommendations were as follows:

1. Radio regulation should be conceived in terms of radio families and not of total population if "fair, efficient and equitable distribution of radio service" is to be made among the several states.

2. Potentiality of securing sufficient advertising revenues to enable continued operation in the public interest must be considered as one fundamental factor in broadcasting regulation and in the allocation of facilities.

3. The most practical means of recognizing this principle seems to be the location of stations in markets of general interest to advertisers and the guaranteeing of stations so located of adequate coverage in the market to enable them to be of economic and social value.

4. In order to safeguard such coverage, the signal of the station located in the market should compare favorably in its logical service area with that of any competing station of a like or comparable class delivering a signal in the territory in question. Though complete attainment of this goal is probably impossible, it should be followed as far as is technically feasible.

5. If there is any question of adequacy of coverage, it should be made to exceed rather than fall short of the market limits, though not to an unreasonable degree.

6. Standards should be imposed, as far as is practicable, which will ensure the possession of the requisite working capital and skill to make possible initial program service and technical operation of more than marginal quality, thus ensuring constructive future development in the public interest.

7. When once it is established by careful economic analysis that a community possesses as many stations of proper class and kind as the community can reasonably be expected to support, then the potentiality of advertising of these stations should be safeguarded by protection from unreasonable further increases in facilities and consequent ruinous competition.

8. Enough healthy and constructive competition should be fostered by every legitimate means to maintain vitality of service and incentive for further development and improvement thereof.

Under cross-examination by Chief Engineer Craven, Mr. Gough declared that Hearst Radio is not a subsidiary of the Hearst newspapers. He added that he did not believe the development of radio would adversely affect other advertising media such as newspapers. He said he was in agreement with the policies of the FCC for "evolutionary changes" in allocations.

Market Chief's Data

AN ELABORATE presentation on the economic side, which encompassed a description of the comprehensive trading area studies of the Hearst organization, was also made Oct. 16 by J. L. McCarthy, director of marketing of Hearst Magazines Inc.

Mr. McCarthy placed in the record typical trading area studies of his organization, including the various factors covering standards of living, buying power, population, rates and other considerations that are taken into account by advertisers in buying advertising space.

He brought out that 22 basic factors are averaged to arrive at the buying power index of these areas, covering 626 markets. Curves on the correlation of radio families with retail sales also were introduced and Mr. McCarthy emphasized that they coincided almost exactly. Another correlation worked out by Hearst was that of retail drug sales in relation to the buying power index.

In the case of the former, Mr. McCarthy brought out, for example, that New York radio families exceed population by 2.8% while the buying power exceeds radio families by 1.5%. New York drug sales fall below the buying power index by 2.8% while retail drug sales exceed population by 1.7%. Thus, he brought out, drug sales do not follow population closely, and the relationship of radio families is closer to the buying power index than are drug sales.

Mr. McCarthy's presentation was designed to show that distribution of radio families does follow and will continue to follow the distribution of buying power.

CBS Analysis OF RURAL LISTENING

Mr. Stanton

THE CASE in chief for CBS was presented Oct. 16, with the basic arguments presented by Dr. Frank N. Stanton, market research expert of the network, and by William B. Lodge, research and allocations engineer. Harry C. Butcher, Washington vice president for CBS, introduced Dr. Stanton and explained that the effort of CBS was to present data which would be helpful to the FCC in its consideration of new policies governing broadcast allocations. Dr. Stanton presented charts and exhibits prepared by the CBS market research department. These covered principally a survey by the network of rural Pennsylvania reception.

The first chart disclosed that the CBS study included 12,000 questionnaires sent out to rural Pennsylvania residents, from whom 1,200 replies were received during the initial 10 days. Results were similar to those procured by the FCC in its rural allocation survey for Pennsylvania. The FCC study showed that 82.5% of the listeners in that area preferred clear channel stations, 14.8% regionals and 2.7% locals. The CBS survey showed 86.6%, 12.3% and 1.1%, respectively.

The Program's the Thing

DR. STANTON described at length the type of questionnaire used and the samples of returns received. Substantiating the belief that programs rather than signal strength are the important factor in listening exhibits, Dr. Stanton brought out that his survey revealed 47.6% of the Pennsylvania rural listeners voted for a favorite station which was not the strongest station heard on their set. Of the aggregate, he said, 39.3% of the favorite stations came in second strongest; 22.2% of the favorite

stations came in third strongest; 11.8% of the favorite stations came in fourth strongest, and 26.7% of the favorite stations were not one of the four strongest.

Moving to another CBS analysis, Dr. Stanton described program vs. signal studies in 10 cities—Baltimore, Boston, Charlotte, Chicago, Erie, Evansville, Ind., La-Crosse, Wis., Lowell, Mass., Syracuse and White Plains, N. Y. The returns showed 64.9% selected their favorite station because of the programs it broadcast; 17.7% selected their favorite station because it was "easy to get on their sets", and 17.4% selected their favorite station because it had the best programs and came in easiest.

With respect to the relation of day to night station preferences in the rural Pennsylvania study, Dr. Stanton said the survey revealed that 68.8% of the favorite evening stations are not the favorite daytime stations. He broke this down to show that 33.3% of the evening favorites are the second daytime favorites; 11.9% are third daytime favorites; 6.7% are the fourth daytime favorites, and that 48.1% of the evening favorites are not mentioned in the daytime rankings.

Another series of charts introduced by Dr. Stanton included urban and rural curves based on some 16,000 personal interviews conducted in 304 cities and rural communities and more than 2,000 scattered farms by Dr. Daniel Starch & Staff. Basically, these charts revealed that rural residents listened most at the same time as city listeners — namely, about 45% of the time between seven and nine in the evening. Rural listeners, because they arise earlier, are better daytime listeners rather generally, but more particularly at 9 a. m. and from 12 noon to 1 p. m.

Rural Listening Factors

DR. STANTON emphasized that listener-habit studies along with field strength studies are necessary to determine the degree to which rural residents listen. He related also that the farmer is inclined to blame the station rather than his receiving set for poor reception, though in many cases the sets themselves are largely responsible. He advocated further listener-habit studies by the FCC.

The balance of the charts submitted by the witness covered urban and rural radio set ownership as of Jan. 1, 1935, and April, 1930, which showed that 69.4% of all U. S. families had radios as of Jan. 1, 1935, as against 40.3% on the April, 1930 date; that 47.5% of the farm families had radios on the 1935 date as against 26.9% with radios in 1930, and that 89.2% of all urban families had radios in 1935 against 50% in 1930.

Another chart showed the relation of gross income and program expenditures for a typical 1,000 watt station. This revealed that the fixed charges of such stations run around 65%, that reserves and profit constitute an average of 5 to 8% and that program expenditures amount to some 5 to 20%.

Dr. Stanton concluded his presentation with six suggested research studies. These were as follows:

1. A study of rural areas to determine (a) the degree of radio ownership, (b) the present rate of radio set sales and replacements.

2. A study of rural radio listeners to determine (a) their attitude toward radio, (b) rural opportunities to listen, (c) rural listening habits, (d) rural coverage, day and night, (e) rural program service.

3. A study of general audience attitude (a) toward local and remote stations, (b) network and non-network programs, (c) sustaining and commercial programs, (d) live talent and transcription programs.

4. An analysis of general listening habits over a period of years to determine the trends toward or away from local and remote listening, DX-ing, etc.

5. Determine the size and economic status of the U. S. areas which would be newly served by all possible 500 kw. stations.

6. An analysis of the stations which would fall within the primary service areas of new 500 kw. stations . . . a study of the operating costs and incomes of these (and other) stations, with regard to the possible changes in operating practice which would follow power increases.

CBS has issued a booklet describing its serious music programs during the fall and winter season.

Successful Duplication OF WTIC AND KRLD

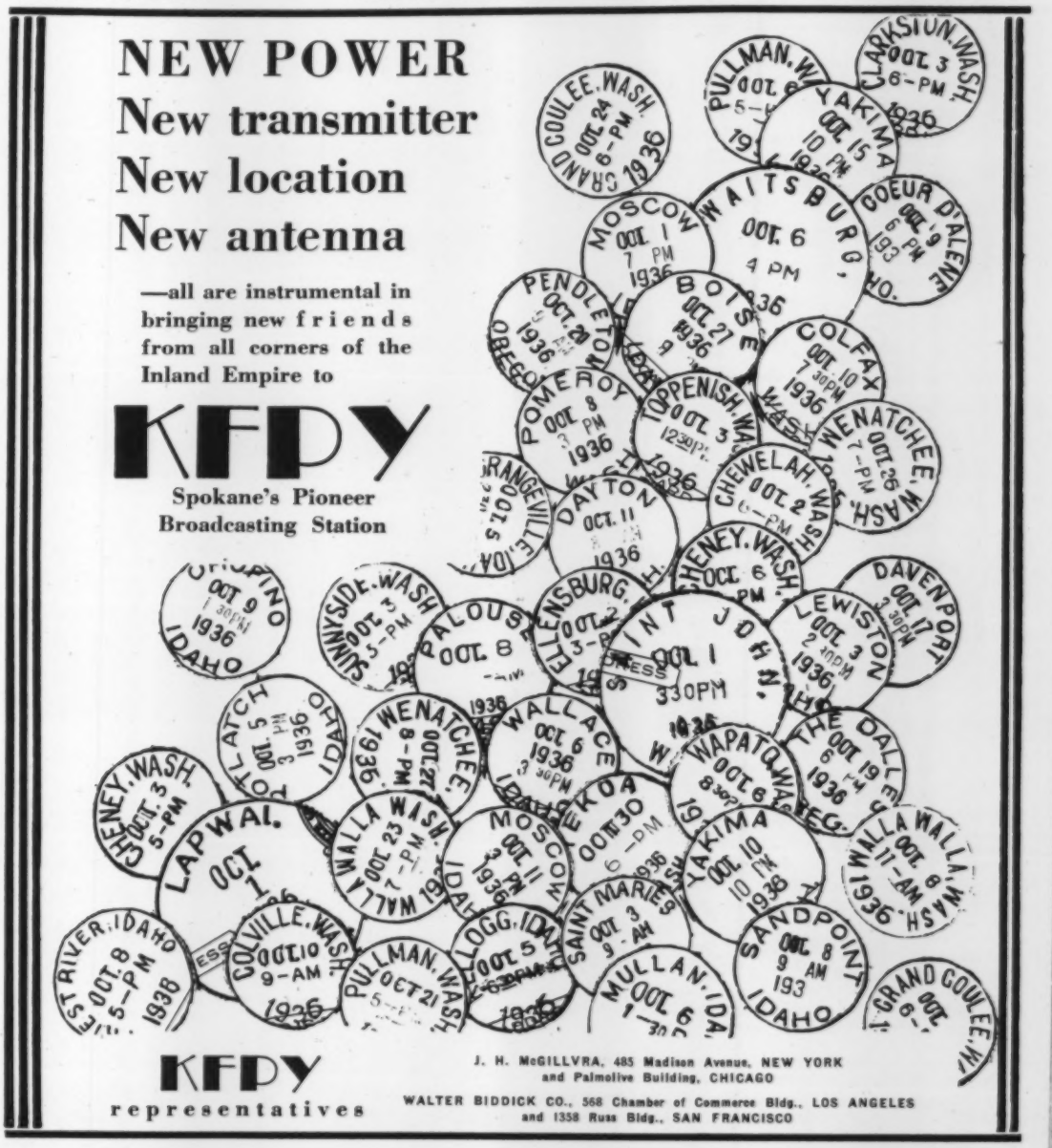
Mr. Read

THE FUTILITY of half-time clear channel station operation and what can be accomplished by duplicated operation on clear channels was recounted by D. A. Read, secretary of Travelers Broadcasting Service Corp., operating WTIC, Hartford, in a statement before the Broadcast Division Oct. 15. As a 50,000-watt station originally assigned half time to the 1060 kc. channel, sharing with WBAL, Baltimore, WTIC at first undertook synchronous operation with WEAF. This having resulted in undue interference, WTIC in 1934 began simultaneous operation on the 1040 kc. channel, sharing with KRLD, Dallas. The latter station used 10,000 watts. Separated by 1,500 miles, these stations have not interfered to the point where the New England service of WTIC has been curtailed, according to Mr. Read.

More important, however, was his testimony to the effect that WTIC lost an aggregate of $1,500,000 from 1930 to 1934 while on part-time operation. After beginning full-time operation, the station found it possible to reduce its losses substantially and for 1936, up to Oct. 1, it had an operating profit of some $17,500—representing the station's first profit in the nearly 12 years since its inception. "We anticipate that our profit for the entire year, taking into account our existing contracts and anticipated business, will amount to approximately $35,000," Mr. Read asserted.

Losses Due to Half Time

MR. READ brought out that in 1926, WTIC started as an NBC-Red network outlet. Because of the policies of the insurance company, he said, it refused advertising which conflicted with its own views. Medical programs as a general rule were barred. Due to the half-time operation, he said that NBC found it difficult to sell WTIC to advertisers because of the station's


NEW POWER
New transmitter
New location
New antenna
—all are instrumental in bringing new friends from all corners of the Inland Empire to
KFPY
Spokane's Pioneer Broadcasting Station
KFPY
representatives
J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO
WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 1358 Russ Bldg., SAN FRANCISCO

inability to build and retain an audience "straight across the board." He added:

"It is interesting, as well as painful, to note that the results of our operation under this arrangement through the years 1930 to 1934, inclusive, resulted in a net aggregate loss of $1,509,191.99, or a loss in 1930 of $305,888.74; in 1931 of $306,256.97; in 1932 of $325,997.53; in 1933 of $361,009.71, and in 1934 of $294,041.04."

Discussing the profits of duplicated operation on the clear channel, Mr. Read then recounted the fact that in 1933 WTIC lost $361,000 whereas in 1934 it reduced this by $66,000. In 1935 the station again reduced its losses, the aggregate amounting to some $204,000. There have been decided profits to the listening public also, Mr. Read said. There have never been substantial objections from listeners to the duplicated operation, he said. Only two complaints were received — one from Canada and the other from Michigan. Also indicative of listener response was the fact that before simultaneous operation NBC received from listeners 4,676 letters concerning programs broadcast over WTIC. In 1934, during the latter part which there was simultaneous operation, this letter response increased to 9,605. In 1935 it increased to 32,000 and from January through August of this year it reached 56,000. He emphasized that these letters were to NBC concerning their network programs and did not include letters sent to WTIC concerning non-network programs.

Mr. Read asserted that from his personal observations and from engineering reports he knew that WTIC served the primary area of a clear channel station operating on a frequency without duplication. He concluded that the duplicated operation has permitted WTIC to give a well-rounded uninterrupted program service to a rather large and heavily populated area which heretofore had been served only in very unsatisfactory manner. Moreover, duplication has permitted Travelers to reduce its big operating losses to the vanishing point.

KRLD Concurs in Views

MR. READ also read into the record a statement on behalf of KRLD. Carrying the programs of CBS, whereas WTIC carries NBC, the station said that since simultaneous operation it has enjoyed an increase in the number of its listeners and a resulting increase in revenue, all due to the regular use of its assigned frequency. Mr. Read added:

"During the entire period of experimentation KRLD has received no complaint of any interference from its listeners, and has received much satisfactory comment from a radius of approximately 100 miles. This would indicate that the listeners who depend upon KRLD for their radio service have no objection to the presence of WTIC on the same channel, and probably know nothing whatsoever of the simultaneous operation. It would therefore appear that such operation is an advantage both from the standpoint of the station and of the listeners, and that its continuation on a permanent basis should be encouraged both from an engineering and a commercial standpoint, and in the furtherance of an economic use of a desirable frequency."

Supplementing the testimony of Mr. Read, J. C. McNary, Washington radio engineer, related Oct. 19 the results of the duplicate operation of the stations. Field observations, he said, show that WTIC, with 50 kw., covers a primary service area of approximately 30 to 40 miles. The station fades 40 to 50 miles from its transmitter. In each case, Mr. McNary explained under cross-examination, the stations are not using antennas that give them the maximum coverage efficiency.

The primary service of KRLD at night is limited by fading to distances of 40 to 90 miles. The primary night service area of KRLD, he added, appears to be free from objectionable interference from WTIC.

Pointing out that during the past year the stations have been operating with synchronous carrier frequencies, Mr. McNary said this operation has furnished a basis for observations of interference between the two stations transmitting different programs having a small carrier difference.

"So far an exact analysis of effect of carrier synchronization with different programs has not been arrived at," he said. "Practical observations, however, indicate that there is a distinct benefit to be obtained through the use of this expedient although program cross-talk is still the limiting interference factor."

Concluding, Mr. McNary said that the experimental operation demonstrates that stations under conditions similar to those of WTIC and KRLD can operate simultaneously on a common frequency without a common program and still render their primary service area free from heterodyne or other types of interference. In addition to the primary service some secondary service is rendered by each station depending on transmission conditions.

940 Kc. Occupants ASK REGIONAL BOOST

THE EXPERIENCE of stations on the 940 kc. regional channel in their coordinated technical operation was described to the Broadcast Division Oct. 14. Paul M. Segal, counsel for the group, explained that for six years these stations have cooperated and long ago initiated consideration of 5 kw. power for a regional frequency and filed applications for them. These applications were denied in 1932 by the former Radio Commission, the principal reason for the denial, he said, being the then prevailing quota system. The presentation, he said, was for the purpose of indicating the general considerations to be borne in mind on the 5 kw. question.

As the engineering witness for the group, Mr. Segal introduced Raymond M. Wilmotte, former British engineer now in consulting practice in New York. Mr. Wilmotte in 1931 designed and built for WFLA, Clearwater, Fla., the first directional antenna for a broadcasting station to be approved by the Radio Commission.

Mr. Wilmotte, as did preceding engineers, described graphically various characteristics of wave propagation, emphasizing particularly the importance of the sky wave as a means of serving rural areas. A regional station, he said, should be expected to serve contiguous rural territory. Irrespective of power, he said, a station which only serves the city and town in which it is located is simply a local station.

Adjacent Channel Effects

MR. WILMOTTE brought out that by increasing the power of stations on one regional frequency, adjacent channels will suffer and that the increased power will mean increased interference on these adjacent frequencies. "If it is desired to retain a status quo of interfering patterns, the power on the adjacent channels would have to be increased in proportion," he added.

Mr. Wilmotte said there is a fundamental difference between the engineering problem of the proper allocation of stations on a single frequency and the allocation of these stations relative to stations on adjacent frequencies. The separation and power required by stations on a single frequency to provide good service is practically independent of the design of the receiver, he said. The allocation of stations within a single frequency is therefore entirely within the control of the FCC. The separation between stations on adjacent frequencies, is only indirectly controlled by the Commission.

"In this case, there are two forces acting toward each other," he said. "One is the effort of the Commission to adjust the separation of stations in adjacent channels to fit the selectivity of the receivers in use, and the second is the efforts of manufacturers of receivers to design receivers which can satisfactorily meet the interference which the Commission thinks proper."

Mr. Wilmotte used graphs and diagrams to show possible coverage without interference from adjacent channels under various conditions. He recommended that because of man-made interference, this country should do something in a legislative way to curb it as has been done in France and proposed in England.

Increasing Service Areas

CONCLUDING, Mr. Wilmotte said there are many ways of increasing the service areas of certain stations. Use of the sky ray or wave, he said, would bring this about. He added that there are too many stations on a single frequency under existing allocations and that consequently their usefulness is limited to serving densely populated areas where the interfering noise level is high. He said:

"I would like to urge the Commission that, in granting licenses, it give careful consideration to the location of stations, not only relative to other stations but relative to the nearest town, so that better synchronization, directional effects, etc., may be used when wanted to the best possible advantage. Our present knowledge and future developments (to the extent that we can forecast them) should be allowed full opportunity and as much latitude as possible so that our total knowledge may be usable to provide the best service possible.

"I make a special plea that future engineering developments and the progress of broadcasting be not endangered by freezing the space available on the basis of our present knowledge and technical skill. There should be room, much room for evolution."

General Electric Supports CLEAR CHANNELS

Mr. Lang

OPPOSITION to any widespread reallocation, but support of clear channels and superpower was advocated in a statement submitted for the record by Chester H. Lang, manager of broadcasting of General Electric Co., which owns WGY, Schenectady; KOA, Denver, and KGO, Oakland, all managed by NBC.

"We have a broadcasting system that has proved itself to be fundamentally sound," he said. "Clear channels and high power are available for the distribution of program material to wide areas, especially to a large rural section in which listeners might otherwise be deprived of reliable reception. In the 'Allocation Survey' released by the Commission on Sept. 1, it is observed that more than 76% of the listeners canvassed prefer to listen to clear channel stations. Shared channel stations are decidedly secondary in favor. The survey further discloses the wide preference for the highest powered station in the country, indicating clearly, it would seem, the desirability of power increases for the cleared channels in the interest of optimum service to the listener."

500 Kw. Seen Menace TO LOCAL STATIONS

SUPPLEMENTING the plea for local stations made by Edward A. Allen, president of National Independent Broadcasters, George O. Sutton, Washington attorney, as counsel for the organization, appeared Oct. 19 to present the case in chief.

Complaining of congestion on the local frequencies, Mr. Sutton said the practical result of it has been the reduction of service not only of local stations but also of regionals. In recent months, also, he said, the number of local stations has been increased considerably, aggravating this condition. From 1928 to the end of 1934, he said, only 50 new local stations were licensed. During 1935 and the first six months of 1936, he said, there were 68 such grants.

Should 500 kw. stations be authorized, Mr. Sutton pointed out, there would be increased interference with local stations on adjacent channels, because of the lack of geographical separation.

Local stations have been placed at another disadvantage, he said, in that in power increases regional stations have been permitted to increase day-power by a ratio of 5 to 1 or from 1,000 watts to 5,000 watts, whereas locals have been permitted an increase of only 2½ to 1 since their top daytime power is now 250 watts. "Since congestion makes it possible for the local station only to reach its outlying rural area in daytime, the restriction of daytime power actually serves to reduce this possibility," he said. Moreover, he added, local stations have not had recourse to the use of directional antennas, as

have clear channel and regional channel stations.

"Thus, from the allocation viewpoint, from the standpoint of regulation, from the angle of the possibility of utilizing modern technical developments to solve its problems, and finally from the resulting inability to maintain competitive balance with other classes of stations and service, the local station finds itself at a disadvantage; and it is completely at the mercy of this Commission if its role in American broadcasting is to be preserved."

NIB, Mr. Sutton said, is opposed to any move which would radically alter the existing broadcasting structure. Any sweeping change, he said, might easily upset the desired balance with the consequent impairment of general service. As a consequence, he said, NIB is opposed to 500 kw. stations since these would adversely affect the economic position of many regional stations. In this connection, he referred to the testimony of CBS President Paley that regional stations might be eliminated from present network structures because of superpower.

More important, he said, will be reduced national advertising on regional stations as a result of superpower. Declaring that radio advertisers now "worship" high power, he said all too many of them think only in terms of power and coverage. It is to be expected, he asserted, that they would flock to the new 500 kw. stations to the detriment of other classes. Declining national revenues on the part of regional stations by virtue of superpower, he said, would result in increased emphasis being placed on local business by regionals. Consequently, he said, the competition for local volume will be materially increased, and in cities where both regional and local stations now exist, it might become disastrous. "Thus," he continued, "the absorption of an unduly large proportion of national revenue by the superpower station will start a movement which, like the snowball rolling down the hill, will threaten the economic stability of every class of station below it. The impairment of economic stability of the other classes of stations will result in a disruption of balance between service, since effective service can be rendered only where there is adequate revenue."

Mr. Sutton argued against the use of power as a measure of service. Every station must deliver program service over the area within its sphere of influence, he said. Unless the local station covers this area it is not serving its local function. He argued that there was no difference between the local and the low power regional station. The low-powered regional, he said, merely renders local service to a community and a dependent area of larger size. Other than that, it is identical with the local. "Indeed, the entire classification of local and regional stations is absurd when viewed from a social or an economic angle," he said.

Would Improve Locals

IN CONCLUSION, Mr. Sutton suggested a series of changes which he said would improve service all down the line. In the first place, he stated, duplication should be authorized and then extended on certain clear channels with provision made to relieve the present congestion of regional frequencies. A reasonable number of high-powered stations could be duplicated on present clear channels, he said. Then after the regional station congestion is relieved, deserving local stations could be moved onto certain of the present so-called regionals. Relief of the congestion on locals in this manner also would make possible either horizontal increases in power on the locals, or the introduction of greater flexibility in the local field.

Under cross-examination by Chief Engineer Craven, Mr. Sutton said that there are many instances in which increased power would not help local stations because of congestion on the frequencies. Comdr. Craven brought out that only 41% of the local stations have complied with the antenna requirements laid down a year ago.

As for clear channel duplication, Mr. Sutton emphasized that at the time WGY, Schenectady, and KGO, Oakland, began duplicate operation on a clear channel, the general engineering view was that WGY with 50,000 watts would not cover anything beyond Albany. The fact of the matter is that it can be received in a city like Washington regularly every night, he asserted.

Uneconomic Status of PART-TIME CLEARS

ANOTHER plea for the part-time clear channel station was made by William B. Way, general manager of KVOO, Tulsa, Oct. 15. Pointing out that KVOO shares time with WAPI, Birmingham, Mr. Way reiterated previous testimony that such stations are not economically sound. He recounted the hardships under which they operate, particularly in holding audiences because they sign off early in the evening, the time depending upon sunset.

Pleading for consideration of the "consumer" or listener, Mr. Way laid down several propositions which he asked the Commission to consider. He urged that clear channel stations be retained but with such exceptions "as may be necessary to provide the millions of consumers in America with a maximum of service." On this score, he recommended reallocation of a sufficient number of stations in such a manner that east-west duplication can be secured. He said this was necessary in order to relieve the allocation congestion in the center of the country.

As a second move, he recommended power increases on regional and local stations but with less protection to their secondary coverage. By giving less protection, he said, the result would be considerable further duplication of stations in these classifications.

His third proposal was that "the utmost of service, efficiency, utility and convenience, should be maintained on all stations, with the proper preservation of clear channels in order to meet national emergency." In connection with the latter, he said that there is the possibility in national emergency of all radio facilities being subjected to government service. This is especially important, he said, in view of the fact that neighboring countries might build and operate superpower stations which will deliver a comparatively usable signal to a large portion of the United States, blanketing or making useless some of our most consistently serviceable channels.

Eliminate Time Sharing

HIS FOURTH proposition was that immediate steps be taken to eliminate the necessity of stations

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● "Do you get results like this for every advertiser, or is our account the only one you have?" writes one WIBW client.

● WIBW produces low-cost results for *all* clients. Why? Because every account — large or small — is personally supervised by a station executive. Time, talent, entertainment, and sales messages are analyzed in conference with department heads. Mail and sales response is checked and re-checked. Nothing is left to chance. Your advertising *must* produce.

● Remember too — we know Kansas people, their habits, speech, likes and dislikes. Your sales message over WIBW reaches them in their language—as one Kansan to another.

● That's why we get enviable results for *all* advertisers. That's why it is so necessary that you use WIBW in order to get the maximum results from this rich Kansas area.

WIBW — Topeka — "The Voice of Kansas"

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sharing time on clear channels. On this score, he described the situation obtaining as between WAPI and KVOO in their time-sharing operations and the necessity on many occasions of listeners being cut off in the middle of a program because of the time-sharing requirement. They are placed in the position of groping about the band to pick up reception from some other point, he said.

Moreover, he said, the cost of operating a half-time clear channel station is as great as that of a full-time station under similar circumstances. The same number of operators, engineers and artists must be maintained on the payroll and, except for the power bill alone, the technical overhead is the same.

As for KVOO, he said that records of the Commission will show that since 1930 it has operated at a loss but has endeavored to render high grade service. He said the investment of KVOO, which has a 50 kw. transmitter, is in excess of $300,000. Under cross-examination, Mr. Way said that KVOO made a little money last year and some in 1930.

Listener Preference for STRONG SIGNALS

THAT existing clear channel stations using 50,000 watts have practically all of their audience located within 800 miles of the transmitter was contended by Prof. J. F. Byrne, of Ohio State University, in a presentation Oct. 20.

The concluding technical witness, Prof. Byrne analyzed technically the results of the FCC Allocation Survey on clear channel coverage and also made observations on other phases of the allocation problem. He utilized graphs flashed onto the large screen to illustrate his arguments. He was introduced by R. Morris Pierce, chief engineer of WGAR, Cleveland.

Prof. Byrne said that the average listener of today, unlike the listener of radio's earlier days, picks two to five channels in the band and looks to them for his broadcast service. These channels, he said, ordinarily provide the most satisfactory technical service at his receiver.

Analyzing the postcard reports on the allocation survey, the witness said they show that 50 kw. stations have approximately 95% of their audience within 800 miles of the transmitter, and that this is substantiated by other studies. The average rural listener pays little or no attention to signals below 160 microvolts per meter, he added, lending support to the assertion that the average listener tunes to the strongest signal if the program is to his liking.

Listen to Strong Signals

HE SAID that clear channel stations of less than 50 kw., and operating with poor antennas or in a poor location, were quite easily noted in the card analysis. If a number of 50 kw. stations were to increase their power to 500 kw., he added, "it seems reasonable to assume that the revised picture of rural service would not differ greatly from that shown in the present survey, since one of the most important factors limiting the service of broadcast stations, particularly those on clear channels, is the strong signal preference of listeners. With the present geographical spacing of clear channel stations this factor limits the practical service provided by stations of equal power to a maximum of not over 900 or 1000 miles for 500 kw. groups, or 800 miles for 50 kw. groups".

A clear channel station, Prof. Byrne said, is actually a regional since it serves only approximately 800 miles. Such an area served by a station in the center of the country, he added, would not permit simultaneous operation of other stations of any consequence, but when located on or near either coast, some other class of service could be established on the channel at a remote point.

Taking up high-power regionals, he said many of the clear channel observations also can be applied to stations of this class. If these stations are to justify themselves, he said, they can be protected to distances of 400 or 500 miles, with power sufficient to provide a signal value that will be used by rural listeners. The amount of power required for this sky wave coverage, he said, should be at least 25 and preferably 50 kw.

Regionals Too Congested

DISCUSSING regional stations, he said there are too many operating on the same channel, with but few exceptions, for high-quality service. He declared it impossible to provide good broadcast service to any reasonably large city, particularly on a high-frequency assignment, under present allocations. This situation might be somewhat relieved, he said, if the frequencies 520, 530 and 540 kc., now outside the broadcast band, were made available for

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North Carolina Radios 1936 341,800
South Carolina Radios 1936 174,600
North Carolina Radios 1930 72,059
South Carolina Radios 1930 27,889

THIS phenomenal increase in radio ownership over a period of 5 years shows dynamic buying power. It bespeaks a vital interest in the programs of WIS and WPTF which together serve a substantial majority of the Carolina radio homes.

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regional service in larger communities where at present a number of high-frequency regional channels are the principal ones in use.

A power increase seems desirable for regional stations in larger cities, since definite technical and economic objectives are thus achieved, he said. These objectives are not as easily defined, however, in the case of some of the smaller regional stations and it is conceivable that some of them do not care to obtain an increase in power. The increase might be arrived at by adopting a value of power that would result in equal signal values at a point half-way to the fading wall of a clear channel station and half-way to the interference wall of a regional station.

"The above considerations again seem to strengthen the argument that low frequency regional assignments should be made in the larger cities, and in addition higher values of transmitting power would seem to be indicated and desirable for this class of regional station. * * * A system of allocation of regional facilities that would place low-frequency and higher power regional stations in larger population centers of the country would undoubtedly be most sound economically. While it is realized that any sudden change might be undesirable and impracticable, a trend toward such a system would seem to be in order."

Locals Face Same Problem

THE principal problem of the local station in a larger town is very much the same as that of the regional, Prof. Byrne continued. Most of the discussion on regionals, he said, could be repeated for locals.

"The question of increases in power is thus reduced to a question of increase in quality of broadcast service, and economically, the question becomes, what is the increased quality of service worth in dollars and cents?" said Prof. Byrne. "This question should be answered by the local stations themselves, with some top limit of power authorized."

Prof. Byrne entered into a discussion of antenna efficiency, asserting that power increases and use of shorter antennas can accomplish good results in increased coverage. The cost of additional power in the case of regionals, he said, should be compared with fixed charges on the antenna system. On directional antennas, he said a minimum height limitation on directional systems would seem to be inadvisable, particularly on the lower frequencies. Here again, he said, the additional cost of power should be compared with the actual fixed charges on the antenna system, and an antenna height selected that results in greatest economy.

As for synchronization, Mr. Byrne said that during night hours it might provide a solution for high-frequency regionals in large cities where sizable adjacent communities now receive no night service. If the engineering and economic phases of operation are carefully worked out, he said, it would seem that such operation should be permitted and in some cases encouraged. "The use of a directional antenna at the booster can greatly increase the feasibility of such schemes," he said, "as the areas of distortion can be chosen so as to include as little population as possible."

Caldwell's Defense of CLEAR CHANNELS

Mr. Caldwell

IN DEFENSE of the Clear Channel Group case, Louis G. Caldwell, counsel, on Oct. 19 presented rebuttal testimony designed to refute arguments advanced by other witnesses with respect to clear channel duplication.

He put into the record an analysis of the postcard responses in the recent FCC clear channel survey to show that listeners in the Far West generally are in favor of clear channel operation. Declaring that he had time to compile the responses to postcards from only a few states, he said these were almost unanimously in favor of retention of clear channels and that the general complaint was against interference on certain clear channels. A case in point which Mr. Caldwell emphasized was that of KNX, Los Angeles, operating on the 1050 kc. clear channel which has a low-powered station in Quebec on its frequency. The responses from western states, he said, rather generally protested against interference to KNX reception, and he said the impeding influence was the Quebec station with its low power and with only 40% modulation. He cited this as a glaring example of what duplication can do on a clear channel.

The listener comments on the clear channel survey postcards, Mr. Caldwell said, answered practically every question that has been raised, from the listener viewpoint, with respect to clear channel coverage. The farmers, he said, want more power and they are opposed to "interference on clear channels". Moreover, he declared, these comments reveal that farmers and rural residents generally are interested in news, market reports, weather reports and other services which they normally get from clear channel stations. The theory that they do not listen at night is fallacious also, he said.

Mr. Caldwell urged the FCC to make a complete analysis of these postcard returns because of the "wealth of information" they contain. He said that these comments are more important in allocation needs than all of the statistics, graphs and charts that economists can present.

Mr. Caldwell introduced for the record, maps of clear channel coverage, both day and night, in an effort to refute contentions made by Dr. Greenleaf Whittier Pickard for the Regional Group. He also commented upon the coverage maps of regional stations introduced by Dr. Pickard, declaring that they were inaccurate in that in many cases part-time stations were credited with their full-time audiences even though they were duplicated.

Recordings as Proof

SEVERAL transcriptions of programs on dominant clear channels were played by Mr. Caldwell to show the degree of interference resulting on such channels. One of these was the WTIC-KRLD duplication on 1040 kc. Then he also performed records of clear channel stations operating exclusively

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WOAI SAN ANTONIO
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WBAP FORT WORTH
WFAA DALLAS
QUALITY
ALL FOUR STATIONS NBC AFFILIATES
NETWORK
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★ LASSO is TQN's word for blanket coverage of this black earth region; 105,000 watts of power, and the finest local and NBC programs emanating from the 4 Key Cities in Texas, have won the loyalty of over 1,000,000 radio families (primary sales area). Loyalty leads to sales! May we show you how readily Texans respond to TQN?

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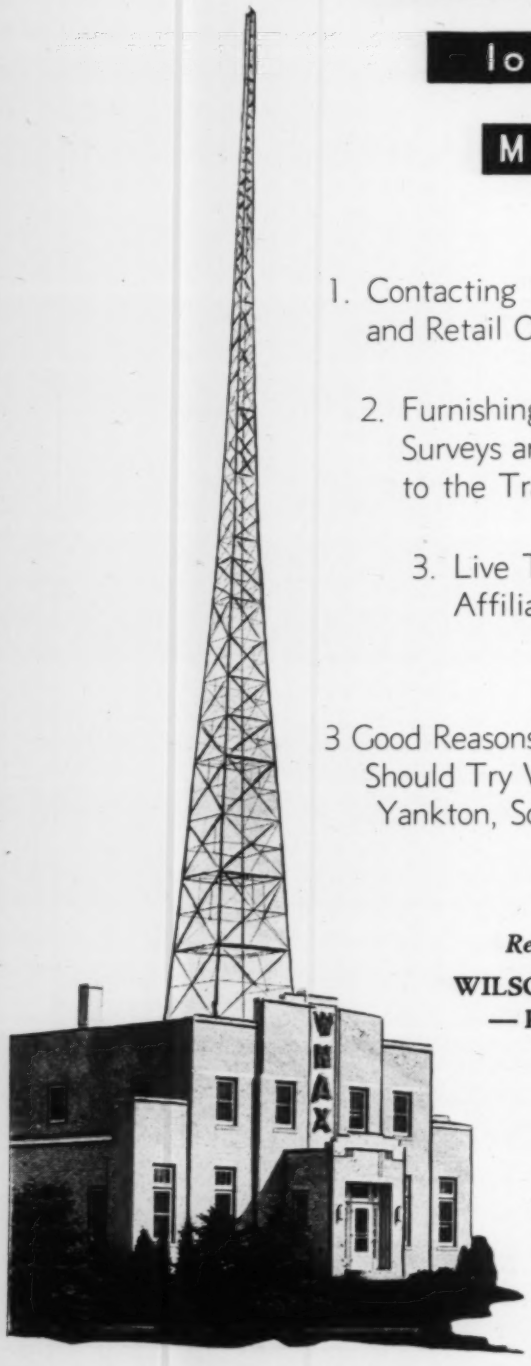

Representatives

WILSON — DALTON — ROBERTSON

on those waves as received in Washington during the past week. Such stations as KSL, Salt Lake City; KOA, Denver; WFAA, Dallas, and WSB, Atlanta, came in with good signal strength.

Finally, there was performed a record of WLW programs recorded 300 miles from the transmitter. First the program was recorded with 500,000 watts and came in clearly. Then the power was stepped down to 50 kw. and it was marred by a high noise level.

Mr. Caldwell read into the record comments from listeners in Nevada, Utah, Iowa, Washington and California in connection with the postcard survey. The purport of these generally was support of clear channels and complaint against interference on them.

Under cross-examination by Chief Engineer Craven, Glenn D. Gillett, consulting engineer who aided in the preparation of the clear channel technical case, was called upon to answer numerous questions regarding the manner in which certain of the technical observations were made. Mr. Gillett declared that in his opinion a station in Los Angeles on a clear channel with a directional antenna would not seriously affect service of a 50 kw. station operating on the East Coast in the area east of the Mississippi River. Under further questioning, both by Mr. Craven and Mr. Caldwell, Mr. Gillett said he had in mind a 5,000-watt station on the West Coast. He added, however, that the service of the dominant station would be restricted by such duplicate operation.

Net-Press Ownership HIT BY NOCKELS

IN A STATEMENT similar to those he has delivered at other radio hearings, both before the FCC and before Congressional committees, Edward N. Nockels, secretary of the Chicago Federation of Labor, operating WCFL, on Oct. 20 leveled charges of "monopoly" against the major networks and decried other situations existing in broadcasting.

Although disclaiming any intention of pleading the case of WCFL, which operates on the 970 duplicated clear channel, on which KJR, Seattle, normally is the dominant station, Mr. Nockels asked the Commission to clear that channel for WCFL and to place KJR on another wave. Under cross-examination, he said he spoke also as the official representative of the American Federation of Labor.

In a detailed statement, Mr. Nockels attacked superpower and "duplication" of ownership of stations in the same community. He also criticized in vigorous terms newspaper ownership of stations, notably by Hearst.

Contending that public interest is not being served under existing allocations, Mr. Nockels said that radio has been placed "within the control of a few large corporations, or handed out as a free gift to a few private business concerns for commercial exploitation, or sucked into the maw of great metropolitan newspapers already in uncontrolled possession of power that threatens the welfare of this country."

Hits Network Holdings

MR. NOCKELS, as he has done in the past, struck particularly at power assignments to the major networks. He claimed that of the 40 clear channels, NBC owns or controls eleven 50 kw. stations which he listed as KPO, KOA, WENR and WLS, WMAQ, WBZ, WEAF, WJZ, WGY, WTAM and KDKA. "This company alone controls approximately 550,000 watts of aggregate power today as compared with the 220,000 that the total trust combination controlled in 1929," he said. He was not questioned on the accuracy of his statement as to the ownership or operation of the stations enumerated. It is generally known, however, that NBC does not own all of the stations he mentioned.

In the case of CBS, he said it owns or controls seven 50 kw. stations and one 10 kw. station. He listed these as WCCO, KMOX, WBBM, KNX, WABC, KFAB, WCAU and WBT. "Thus, they control 360,000 watts of aggregate power, which is almost one and one-half times as large as that controlled by all the organizations in the trust in 1929," he said.

There were further statements by the witness regarding purported network ownership of stations throughout the country.

He said that "Labor" is opposed to authorization of any additional 500,000 watt stations on the ground that it is contrary to public interest and opposed to the fundamental principles of accomplishing the greatest good for the greatest number. Any further authorization of superpower stations, he said, would be in line with the policy in the 1928 allocation "which amounted to nothing more or less than the cutting of a monstrous melon into 40 luscious slices. These were passed out to the gluttons of monopoly and dedicated to the furtherance of selfish interest, with little thought for the public interest, convenience and necessity.

"Division of the Swag"

"THE first allocation can only properly be described as the division of the swag, at which time all persons and organizations whose desire for radio facilities were actuated by a zeal for public service were forced to sit on the sidelines, while the monopolies and trusts and representatives of special privilege together with the monopoly-owned newspapers and magazines and the radio chains were well taken care of in the manner to which such economic royalists were accustomed."

Mr. Nockels argued that the cost of superpower stations would inevitably lead to increased advertising rates, and thereby load down programs with more advertising. He claimed that these "interests" would disseminate propaganda in times of national emergency, controversy, strikes or lockouts.

Labor, he said, appeals to the FCC that the demand for superpower stations be denied.

Reassign Clear Channels

INSTEAD of granting superpower, Mr. Nockels asked that the FCC reassign clear channels so they may be occupied and utilized in perpetuity for the public good. He then brought out that he was general manager of WCFL and that the station now is an applicant for 50,000 watts. He said that Labor was of the opinion that it is entitled to one national clear channel. Pursuing this argument, he recommended that KJR, Seat-

tle, which he said was controlled by NBC, be placed on the 990 kc. channel to operate simultaneously with WBZ and WBZA, "thus freeing a channel for which Labor has striven and to which Labor is justly entitled."

On this score, he said that NBC already has accommodated duplicated assignments on clear channels on which its stations operate. There is no reason why this further duplication should not be authorized, he asserted.

Newspaper Ownerships

HE ARGUED that the holding of these clear channels without duplication on opposite coasts "shows a monopolistic tendency". Discussing newspapers and their relationship to radio, Mr. Nockels said that at the advent of the art they sought to "kill the effect radio might have on the public."

"In later years," he went on, "failing in this attempt and recognizing the fact that the printed word might soon be outdone by the spoken broadcast message, they then sought to render their own opportunity of molding public opinion doubly secure by acquiring radio facilities. Then they operated these radio facilities in behalf of the same interests for which the kept press had been operated for years. Not satisfied with owning one station, some single newspapers have sought ownership or control of two or more stations, and in the last few years we have witnessed the development of a chain of radio stations owned and controlled by William Randolph Hearst and operated by him in the same manner as his newspapers are operated for his personal benefit and aggrandizement."

Concluding, Mr. Nockels said that Labor takes the position that there are but three ways out of the situation with which broadcasting is confronted today. He enumerated these as follows:

"(1) A reallocation of the wave lengths and a revision of the regulations calculated to make sure radio broadcasting is to be on the basis of the greatest good for the greatest number; (2) a limitation of all stations to a power of 10 kw., making them all virtually local stations, and serving only their own locality, and with only one station in any locality to any one owner or controlling interest; (3) that the Government take over and operate all radio stations in the United States. Labor hopes and trusts that the necessity for the last named alternative will not be forced upon us, but we are heartily and thoroughly in favor of complete government control and operation in preference to complete control and operation by trusts, press, magazine, radio networks and their closely allied interests."

Mr. Nockels wound up with a threat of Congressional action if "these trusts and monopolies and vested interests of an avaricious capitalistic group of corporations and individuals, seeking special privilege, are allowed to obtain their ends."

KJR-WCFL Don't Interfere

UNDER cross-examination by Chief Engineer Craven, Mr. Nockels explained that he was speaking on behalf of the A. F. of L. as well as WCFL. He brought out that WCFL is an outlet of NBC but stated that he is opposed to duplication of programs. In connection with the simultaneous operation of WCFL and KJR on the same channel, Mr. Nockels said that there has been no interference whatever. KJR, he declared, is owned by NBC but leased to Fisher's Blend Station Inc. for $1 a year.

Comdr. Craven asked the witness whether his testimony did not deal largely with the question "who should operate radio facilities" rather than the engineering considerations. To this, Mr. Nockels responded that Labor was opposed to "monopoly". James D. Cunningham, FCC attorney, then asked the witness why his station was applying for 50 kw. in Chicago. Mr. Nockels said that it wanted to get clearer reception in the Chicago area. Mr. Cunningham inquired whether 500 kw. would not improve WCFL's service even greater, and the witness replied that he was opposed to 500 kw. on the ground that it tended toward monopoly. Moreover, he said, the cost of operation would make it prohibitive.

Finally, he said the American Federation of Labor had approved his statement prior to its delivery.

Hogan Cites Advantage of HIGH FREQUENCIES

Mr. Hogan

OPENING of two additional frequencies in the 1500 - 1600 kc. "high - fidelity band" for regular broadcasting on the ground that experimentation on the three channels opened up two years ago has proved broadcast operation feasible, was recommended to the FCC at the hearing Oct. 20 by John V. L. Hogan, New York consulting engineer and president of W2XR, New York high-fidelity station.

In a presentation in which he supported retention of clear channels and superpower on them and offered opposition to proposals for duplication and for limitation of power, Mr. Hogan also gave his views on every question of engineering raised by the FCC in its notice for the hearings.

He disputed testimony of other witnesses that the lower frequencies in the broadcast band are much more desirable than those in the upper end of the spectrum. Both in his direct statement and under cross-examination by Chief Engineer Craven, he insisted that actual operating experiments disproved this theory.

Clear and Shared Channels

TAKING up the questions in the notice chronologically, Mr. Hogan said that he believed there were only two kinds of station service—clear channel and shared channel. He said he favored an increase in the number of clear channels and felt that there should be at least 40, as set aside in the original allocations. High frequencies, rather than the lower waves, he said, are desirable for clear channel service because of the value of sky wave propagation.

Discussing shared channels, Mr. Hogan said there is no rule which can be applied as to the number of stations to be placed on such waves. This is dependent entirely upon the relative location of the stations and the area to be served. Mileage and frequency separation tables of the FCC, he said, should be used as a "rough guide" but he advocated in their stead a "service standard analysis" rather than any averaged or arbitrary calculations.

He suggested there is probably no need for maintaining clear channels during the day unless situations develop where high power is used on low frequencies and where a second station in daylight might impair the rural coverage. He said he believed that all channels cleared at night could be shared during the day and suggested that no daytime stations on clear channels be permitted to operate at night. During the day, Mr. Hogan said, it is possible to put two 50,000 watt stations or even more on a channel without

RESULTS! COUNT MOST

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WEED & COMPANY

DURNED NEAR A SELL-OUT, BOYS & GIRLS!

Whoever it was that said time flies, he's right—time has practically flew at WDAY! A very few good mid-morning, mid-afternoon and after-10:30 periods are still available. Nothing else left . . . . So if you want to make your bid for this big Red River market, speak up, gents—speak up!

WDAY, INC.

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FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

Good Reading for Alert Advertisers

A Serial Story Entitled "WE ARE GOOD"

by WTCN

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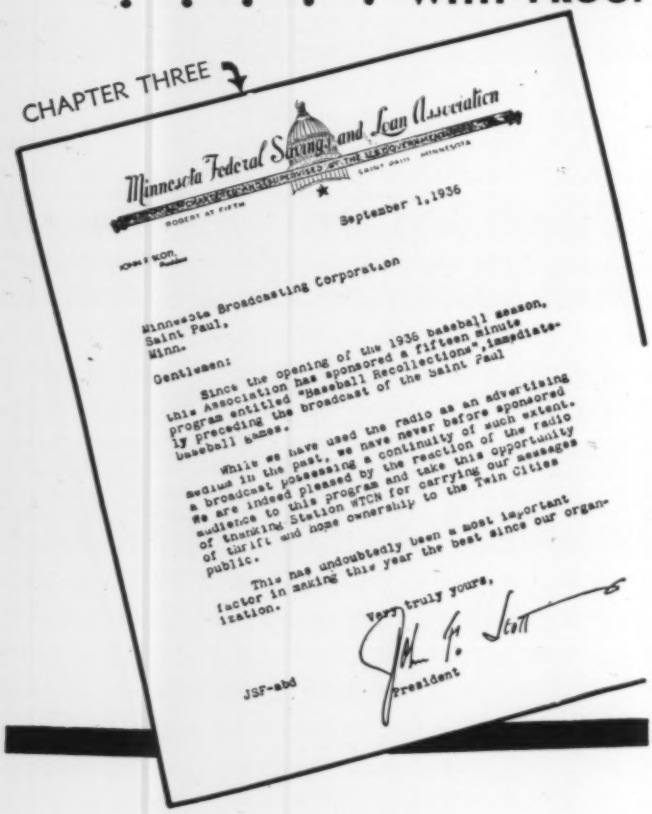
CHAPTER THREE


Minnesota Federal Savings and Loan Association

September 1, 1936

Minnesota Broadcasting Corporation
Saint Paul,
Minn.

Gentlemen:

Since the opening of the 1936 baseball season, this Association has sponsored a fifteen minute program entitled "Baseball Recollections", immediately preceding the broadcast of the Saint Paul baseball games.

While we have used the radio as an advertising medium in the past, we have never before sponsored a broadcast possessing a continuity of such extent. We are indeed pleased by the reaction of the radio audience to this program and take this opportunity of thanking Station WTCN for carrying our messages of thrift and hope ownership to the Twin Cities public.

This has undoubtedly been a most important factor in making this year the best since our organization.

Very truly yours,

JSF-abd

President

WTCN

ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

Minnesota Bldg., St. Paul — Wesley Temple Bldg., Minneapolis

FREE & SLEININGER, INC.

National Representatives

reducing the urban or rural service.

Neither synchronization nor directive antennas can be accepted as the long-sought means of curing radio's ills, Mr. Hogan said. While they are valuable for particular types of service, he declared, they cannot be generally applied.

Discussing superpower, the witness said there is no reason to fear such increases but that they should be welcomed. However, he insisted that every application be considered on its own merits. In this respect he did not advocate hearings but suggested that the FCC engineering department is competent to judge such things. Day power can be increased 5 to 10 times that of night power with beneficial effects, he said.

Discussing man-made interference, Mr. Hogan advocated legislation to curb manufacturers of equipment and make mandatory the shielding of electrical apparatus which results in interference with reception. The desirability of power increases, he asserted, is largely that of overriding such noises in urban areas. In suburban and rural areas where these interferences are more or less absent, he said, the need for power increases is not so marked.

Favors 10 Kc. Separation

MR. HOGAN urged that the FCC retain the present 10 kc. separation between channels and the 50 kc. separation between stations in the same geographical area. These, he added, should be maintained as a service minimum. In practice they have not worked a hardship anywhere, he declared.

With regard to blanketing, Mr. Hogan said the Commission should consider a signal of not less than 1 volt, rather than the present standard 150 microvolts. Improved receivers as well as improved transmission technique, he said, have tended to reduce the so-called "blanketing" condition.

Mr. Hogan argued against any new quota system. He said it would be difficult to establish a system that would include all factors necessary for proper compliance with the provision of law. "There is no automatic or mechanical way of providing 'a fair, efficient and equitable distribution of radio service among the several states and communities', so far as I can see, except the progressive application of sound engineering principles and thereby the gradual evolution of such a distribution of service."

In connection with high-fidelity broadcast operation, Mr. Hogan said that at W2XR he believed he has demonstrated over the past two years that the 1500-1600 kc. band is adapted for regular broadcasting. He urged the Commission to preserve the present 20 kc. separation between 1510, 1530, 1550, 1570 and 1590 kilocycles and thus to permit the further demonstration of the value of high-fidelity.

He also urged an increase in power on the three existing high-fidelity channels from 1,000 watts to at least 5,000 watts and preferably to 10,000 watts. This increased power would help override electrical background noises, he argued.

Hogan's Recommendations

MR. HOGAN summarized his recommendations as follows:

"(1) That you retain the experimental privileges and requirements as to stations in the 1510-1600 kc. section of the broadcast band; (2) that you immediately open the 1510 and 1590 kilocycle channels for stations of a maximum power of 10 kw.; (3) that you immediately change the power limitation for stations on the 1530, 1550 and 1570 kc. channels from 1 kw. to 10 kw.; (4) that you study the advisability of opening the 1520 and 1580 kc. channels to a limited number of stations, possibly using directive antennas, at a later date; (5) that you similarly consider the advisability of opening the 1540 and 1560 kc. channels at a still later date; (6) that you immediately open the 1600 kc. channel for similar stations, or, in your judgment of listeners' requirements, to a number of local stations of 100 to 250 watts power; (7) that you encourage the study of the sky wave coverage that has been demonstrated to be useful on these high-frequency channels."

Under rigid cross-examination, in which each of the Broadcast Division members participated, Mr. Hogan threw additional light on his allocation views. Asked by Comdr. Craven whether he felt that 40 clear channels are necessary, Mr. Hogan said that nothing had developed to change his view that there should be at least 40 clear channels since they serve rural, residential and city districts while shared channels serve only city districts. He said there must be a balance in the band between 550 and 1500 kc.

Comdr. Craven asked about directional antennas and Mr. Hogan said that he felt they are in the nature of "a valuable medicine just like alcohol, but it can be abused." He argued that each case must be analyzed on its merits.

On the question of duplication, Mr. Hogan said that if the purpose of the FCC is to provide service to the greatest number of people, there could be duplication on clear channels. He insisted, however, that service should be rendered to the rural listeners and that it can only be accomplished through clear channel service.

Commissioner Case asked his views as to geographical location of clear channels. He replied that the location does not affect the amount of power that should be used by stations but that he was not in position to state precisely what locations should be employed. On this point also, he said, the FCC must take into account stations on adjacent channels.

For General Rules

MR. HOGAN declared he saw no reason for a top limit on power of any character or even a lower limit. He said he was opposed as a general thing to technical rules which may be unjust in their application. Responding to Commissioner Case, he said he believed general rules should be adopted as a guide but that actual applications should be dealt with by the Commission in its discretion.

Chairman Sykes queried the witness on his statement with regard to the transmission characteristics of various frequencies. Elaborating on this, Mr. Hogan said that an advantage in the lower wave band occurs in areas of bad radio conductivity. Ground absorption affects the higher frequencies more than the lower ones, he said. Moreover, he declared that static affects the lower frequency where it does not the higher frequencies to the same degree. At night there

is a slight difference in favor of the higher frequencies and he concluded with the statement that it was fair to say that channels generally are on a par.

Questioned regarding the experimental operation of W2XR, Mr. Hogan explained that the FCC rules permitted stations to sell time commercially but that it has been an uphill battle to convince advertisers that these channels are desirable. Another difficulty, he said, has been the use of the experimental call letters and he recommended that the numerals be eliminated from such station calls. In his own case, he said he would like to see the station designated WXR rather than W2XR. He concluded that a number of far-sighted sponsors are now using his station and that he hoped shortly to have it on a better financial basis.

Cites Experience in HIGH-FIDELITY BAND

THAT the use of the so-called high-fidelity band between 1500 and 1600 kc. has been justified technically, was claimed by W. J. Pape, publisher of the *Waterbury Republican & American*, operating W1XBS in Waterbury, Conn., in testimony Oct. 19. Technical aspects of the operation were discussed simultaneously by J. C. McNary, consulting radio engineer.

Mr. Pape said the station has operated for nearly two years on 1530 kc. and that while not yet operating at a profit, it will soon. Commercial disadvantages have occurred, he said, because too many advertisers question the commercial value of an experimental station as compared with a regular station.

Asserting that the situation has improved gradually, Mr. Pape brought out that the station has been publicized widely in his newspaper and that the disadvantage of experimental call letters partially has been reduced. He asked, however, that the regulations on call letters be changed and that stations in the 1500-1600 kc. band be permitted to use regular calls. Discussing the recent request for synchronized operation with three 250-watt "boosters" in the area around Waterbury, Mr. Pape said that the territory in which a satisfactory signal is laid down by W1XBS is "very restricted".

Under cross-examination, he brought out that the number of receivers capable of tuning the 1530 kc. band has been increased substantially during the two years in which the station has been on the air.

Costs of Operation

DISCUSSING business aspects, Mr. Pape said that during the first year net sales on the station represented 54% of the net operating expenses. For the first six months of this year, he said, net sales represented 79% of the net operating expenses. He emphasized the greater expense of construction and operation of a high-fidelity station. "We believe we have justified the use of these frequencies," he concluded.

Mr. McNary, supplementing the Pape testimony, declared that technically the use of the high-fidelity band has been proved for broadcast purposes. Stations in that band, he said, depending upon soil conductivity, can lay down a signal of one-half a millivolt in an area ranging from 22 to 50 miles. Discussing the proposed synchronization, Mr. McNary said that field tests indicated that the three proposed synchronized stations may be used to cover an area similar to that covered by a regular station with higher power with only 250 watts power. There would be a different coverage pattern, however, he said. Moreover, he said, it may be deduced that synchronized transmitters will be useful for distorting coverage areas to include populous districts which may not be symetrically placed with respect to a central point at which the transmitter is located.

He suggested synchronization research to determine the nature of the sky wave and the interference which might be caused by use of two or three on the same channel. Directional antennas, he said, also furnish a means for varying coverage areas and for control of intensity.

OFFICIALS of the Curtis Broadcasting Co., which has interests in WBOW, Terre Haute, and WEOA and WGBF, Evansville, have applied to the FCC for a new 100-watt night and 250-watt day station on 1500 kc. in Indianapolis.

Improved Receivers Can CUT SEPARATIONS

AS PART of the case presented by NBC, Arthur Van Dyck, engineer in charge of the RCA License Laboratory, New York, made an analytical study of receiving set characteristics in relationship to frequency separation and mileage frequency tables. Presenting a detailed statement, together with exhibits, he reached certain conclusions relating to separations. These briefly were as follows:

On frequency separation, the most serious interference limit resides in the 10 kc. heterodyne beat condition and it is the determin-

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS
FIRST in St. Louis
to broadcast election returns.

... The character of a radio station, the nature of its program appeal, should be planned for the needs and interests of its audience.

WOWO has for years demanded of its production department programs tuned especially for the ears of its own immediate tri-state audience, a thriving, bustling, small town audience—a Hoosier audience.

A result of WOWO's intimate local character is its close affiliation with such important organizations as Purdue University, The Indiana Farmer's Guide and the Indiana Farm Bureau. To these Indiana institutions, as well as to scores of local and national advertisers, WOWO is *the* radio approach to Indiana.

J 95429

WOWO *the* HOOSIER STATION

Westinghouse Radio Stations, Inc. • Fort Wayne, Ind. • 10,000 Watts • CBS • 1,160 KC.

E. KATZ, SPECIAL ADVERTISING AGENCY

WAVE WAVES A WAVING WAND!

Some of the results WAVE advertisers have been getting lately are nothing short of phenomenal—and if you're planning any programs in this area, *we ask only that you investigate them* . . . It's NOT magic, of course—it's the effect of using a station that carries the *best* of both Red and Blue Networks—to an audience *concentrated* in Kentucky's only big urban market.

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

ing 10 kc. factor rather than the 10 kc. cross talk. At lesser separation than 10 kc., this factor becomes increasingly worse and intolerably limiting.

Improved receiver selectivity existing today could be used to advantage either in reducing separation of stations in the same community to 40 kc. or by maintaining the 50 kc. separation and permitting higher field intensities. From the result of the clear channel survey conducted by the FCC, the latter alternative is obviously preferable, since it gives improved service in rural areas without causing objectionable interference close to the transmitter. Mr. Van Dyck said:

Revision of Tables

"IN SPITE of the fact that the broadcast system determination of overall performance involves consideration of numerous factors, it is possible to set up tables showing relations between essential factors, which will take satisfactory account of the great majority of allocation problems. There will of course be special cases where general, average condition tables are not suitable, but in the main, and used with discretion, averaged tables can be highly useful.

"We therefore believe that suitable tables may be set up if appropriate standards are utilized for their preparation. The standards must include those for wave propagation, including factors of attenuation, transmitter power, antenna efficiency and directivity, and those for receiver performance including selectivity, fidelity, percentage of receivers which may experience interference, and the lower limit of field intensity from desired station necessary to protect.

"It is believed that the frequency separation tables now used by the Commission can be reviewed and revised with advantage, in view of the additional and later data submitted herein, which was not available at the time when the present tables were set up."

NBC Research Chief CITES FIELD SURVEYS

SUPPLEMENTING the case presented by NBC, Charles W. Horn, chief of research and development for the network, presented a statement Oct. 15 describing the comprehensive studies made by NBC in connection with propagation. He made three recommendations: (1) an additional classification calling for 50 millivolts for metropolitan areas as a minimum signal necessary for good service (as against 10 to 25 millivolts provided in existing standards); (2) that the power measurements of stations be made by the direct method of antenna measurements, and (3) that field strength measurements be made of all stations.

Introducing a series of charts and graphs and other technical calculations, Mr. Horn brought out that experience during the last several years has removed a great deal of guesswork from station measuring data. He presented a map showing the ground conductivities in areas in which NBC had made measurements of 60 stations in different cities.

Based on these studies, Mr. Horn said that interference due to natural static varies with the seasons and is more prevalent in the southern part of the United States, especially in the summer. In the more built-up sections, particularly the larger cities, much static is caused by electrical devices. Diathermy machines lately have contributed to this interference. He pointed to efforts made by large industrial concerns to minimize it.

Minimum Signal Intensities

COVERING signal intensity necessary to render satisfactory service in various types of communities, Mr. Horn brought out that the standards published by the FCC engineering division have been observed for some years. These require 10 millivolts for good reception in cities, 2 millivolts in residence sections and .5 millivolts in rural localities. He said these figures are based on the fact that electrical noises are greater in cities than in residential and rural parts of the country. While they have proven quite satisfactory except in the case of metropolitan areas, he said that experience indicated that another factor should be added to take care of metropolitan areas. As a consequence, he recommended the signal intensity be not less than 50 millivolts.

A discussion of sky wave propagation with relation to sunspot cycles and the Heaviside Layer was given by Mr. Horn. Seasonal variations, he said, have a marked effect upon the sky wave, which furnishes secondary service, but has little effect upon the ground wave. The net results of these studies, he said, has been to show that the best service rendered the public is in the primary service areas which are less effected by atmospheric and cosmic changes. Citing the Radio Commission map of 1933 covering calculated night primary coverage of all broadcast stations, he said this showed that out of a total of 119,636,708 people, the population that resided within the primary coverage of the broadcasting stations was 76,662,000 or 64.2%. There were approximately 43,000,000 people living within the secondary area or 35.8% of the total. Receivers in this secondary area, which covers 70.6% of the total area of the country, are solely dependent upon the sky wave or secondary area signals of stations which have sufficient power and are free from interference.

While this map is dated December 1933, Mr. Horn said that there has been relatively little change in the number of stations since that time and while some of these stations may have increased their power they have not materially increased their primary service area because of the fading limitations.

"Long distance transmission or service to the secondary area," Mr. Horn continued, "is possible only on channels which are free from interference. The system we have adopted, that of using high power on clear channels and lower power on shared channels, is universally recognized and is in use in Europe as well as in other parts of the world."

Synchronization Factors

DISCUSSING synchronization, of which he was one of the early advocates, Mr. Horn said the belief exists in some quarters that stations can be synchronized and broadcast different programs. He declared, however, that this does not hold true until the separation between the stations is great enough to provide a signal ratio of 20 to 1, desired to undesired. Synchronizing a whole chain of stations is at present impractical, both technically and economically, he added, stating that synchronization is still in an experimental stage.

Mr. Horn described in detail the

KSD IN ST. LOUIS
OFFERS SPONSORS
DAYTIME COVERAGE
INCLUDING A POPULATION OF
5,906,905
This is the total population of territory receiving one-half millivolt service or better based on measurements made by Jonsky & Bailey.
Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles

WKZO
KALAMAZOO
"Western Michigan's Premier Station"

coverage surveys conducted by NBC in 1933 of more than 100 stations, declaring it was the largest undertaking of its kind ever attempted. This survey is being kept up to date, and is used along with a fan mail analysis. Part of this information, he explained, was made available through the publication of *NBC Network Aireas.*

Each station, he continued, was surveyed individually and in each case its own par rating is determined. He said: "This survey we are conducting is a continuous process. We have a staff which varies between 30 and 35 people to take care of this work, which is handled in New York, Chicago and San Francisco.

"These measurements took many months, and after all the information had been assembled we compared the signal field strength contour maps with our letter surveys. There was general agreement between the two results, and in those cases where there were any marked differences we found we could determine the reasons for the deviations. In some cases it was traceable to interference from some other station on the same channel, or from an adjacent channel and sometimes even to man-made static."

Jansky Proposes 590 Kc. POWER EXPERIMENT

Mr. Jansky

A PROPOSAL that the FCC authorize the three stations now on the 590 kc. regional channel to operate with power of 5,000 watts or more at night on a special experimental basis was made in a statement presented to the FCC Oct. 20 by C. M. Jansky Jr., consulting radio engineer of Washington.

Pointing out that WOW, Omaha, has been operating with 5,000 watts day and night with no appreciable interference to the other stations, he said that the logical conclusion from all technical evidence which has been gathered is that power assignments of 1,000 watts at night on this channel are too low for efficient service. The present nighttime assignments on 590 kc., are WEEI, Boston, with 1,000 watts; KHQ, Spokane, with 1,000 watts, and WOW, with 1,000 watts and 4,000 additional on a special basis.

"Power assignments at each of the stations of at least 5,000 watts at night are fully justified and it is quite possible that even higher powers are desirable if the maximum service on this channel is to be obtained," Mr. Jansky testified. "Therefore, that the fullest capabilities of 590 kc. may be developed and that there may be adequate engineering study of all the factors affecting the operation of regional broadcast stations at the lower end of the broadcast spectrum the following are proposed:

Six Steps Suggested

1. That the 590 kc. channel be removed from the regular regional classification and be made a special experimental channel under the provisions described below;

2. There shall be no set upper limit of power to be used by the stations on 590 kc., save as may be specified for given periods of time by the Commission after consideration of the joint applications of these stations for such powers as field study will substantiate;

3. Following the transmitter location and antenna changes now being made on this channel application will be made for such power assignment as it appears can be used with the greatest benefit;

4. If the Commission sees fit to grant the power assignment requested on an experimental basis, then using these assignments engineering studies will be made to determine the coverage areas obtained and also the limitation each station imposes upon the other;

5. At the time application for specific power assignments is made there will also be submitted to the Commission a research program involving the study of nighttime transmission phenomena on the channel as affected by both time and distance with the view of supplying to the Commission data of value in determining those power assignments on this channel and other low frequency regional assignments of similar characteristics which will make for the most efficient use of the channels in question.

6. It is respectfully requested that during the proposed experiments to determine the maximum power which is necessary at the present stations on 590 kc. to deliver the most efficient service, no other broadcast stations be assigned to this channel.

Neglecting Some Factors

PRELIMINARY to his recommendations, Mr. Jansky asserted that in engineering regulation too much emphasis has been placed upon certain factors of minor importance while others have been neglected. Power and distance have been given too much emphasis, he declared, because they are easy to define and understand, while altogether too little consideration has been given to such complex factors as antenna efficiency, frequency, attenuation, etc.

For example, he said, two stations of the same power and the same efficiency may easily have primary service areas whose radii vary from one another by a factor of over 8 to 1, and the areas served may well vary over a ratio of 64 to 1. Such factors as frequency assignment at the lower or higher end of the band, attenuation characteristics of the territory the signal must travel over, radiation characteristics or efficiency of the antenna system, and the power in use at the transmitter must be taken into account, he said.

Discussing the regional power limitation of 1,000 watts, Mr. Jansky said that in some instances, because of the characteristics of the various assignments, power of 1,000 watts may be too high for the legitimate purposes of the stations involved. In other instances 1,000 watts or even 5,000 watts may prove to be too low for efficient service.

WOW with 5,000 watts has a primary day and night coverage in excess of 150 miles, Mr. Jansky testified. The average radius of the primary day coverage of KHQ with 5,000 watts is in excess of 100 miles, and at night with 1,000 watts it is greater than 75 miles. Primary day and night coverage areas of WEEI, while not so large as those of WOW and KHQ, are large compared with other stations in the same general area regardless of power, he said.

The primary daytime service areas of the three stations, Mr. Jansky contended, are larger than for most clear channel stations. The reason, he added, is the fact that the 590 kc. frequency is near the lower end of the broadcast spectrum.

Asks Higher Power on HIGHER FREQUENCIES

THE NEED for higher power on higher frequencies, to procure service comparable to that of stations on lower frequencies, was emphasized by Dr. Herbert L. Wilson, consulting radio engineer of New York, Oct. 19 in a statement filed with the FCC. Differences in attenuation on the various frequencies, he said, make such a differential in power desirable.

Basing his recommendations on a series of measurements made in New York City and other points, Dr. Wilson said that more power is required at the higher than at the lower end of the band. By using 1,000 watts on 550 kc. as a basis, he said, a station has a signal equal to that of 16,000 watts on the higher frequency, taking into account the attenuation in metropolitan areas and the difference between 550 and 1500 kc. "In other words," he said, "the broadcaster at the higher end of the broadcast band cannot hope to render the same field intensity

We point the way to greater sales in Western Montana

KGIR

BUTTE • MONTANA

Representatives

JOSEPH McGILLVRA WALTER BIDDICK CO.
NEW YORK-CHICAGO • PACIFIC COAST

We never did like TWO rate cards. Effective Nov. 1st ONE card does the trick at

1000 Watts 1260 Kc. **KGVO** Missoula Montana

Affiliated with the Columbia Broadcasting System

1000 Watts **KIRO** 710 KC
SEATTLE, WASHINGTON

KIRO LOOIE *says:*
"You can't afford to overlook results."

KIRO, now celebrating its first anniversary, is carrying more business than any other independent station in the Pacific Northwest.

NEW YORK DETROIT
NATIONAL REPRESENTATIVES
John Blair & Co.
CHICAGO SAN FRANCISCO

over a given area as can be done at the lower frequencies."

Measurements taken by Bell Laboratories in 1928 compared to his own measurements in 1936, Dr. Wilson said, show that man-made interference has increased some 300% in the metropolitan area of New York. He said it is logical to assume that it has increased in proportion throughout all the larger metropolitan areas.

Dr. Wilson brought out that diathermy equipment used in the medical profession has served to intensify radio interference. Actually, he said, such apparatus functions as a miniature transmitter. He recommended that the Commission should have control as to the design and shielding of this equipment to assure the listener who lives near or around such equipment freedom from interference.

Discussing his measurements in New York, he said that in order to procure good reception the signal must be at least 2½ millivolts per meter on 550 kc.; 3.2 millivolts on 640; 5.1 millivolts on 1,000; 11.1 millivolts on 1340, and 16 millivolts on 1500.

Horizontal Boosts Asked ON SOME REGIONALS

ON BEHALF of a group of regional stations which he represents, Ben S. Fisher, Washington radio attorney, made a brief statement in support of horizontal increases in power on certain regionals and also introduced in the record several engineering exhibits dealing with propagation conditions. He made a plea for horizontal increases for all stations on the 620 kc. regional channel, and on the 590 kc. regional. In behalf of KVOD, Denver, he asked that regulations be revised so as to permit operation of stations in the same city with a 40 kc. separation, instead of the present 50.

Los Angeles Uses Radio

LOS ANGELES COUNTY on Oct. 20, through its board of supervisors, voted $25,000 to be spent on cross-country programs over both national chains to advertise the city and county of Los Angeles. The Supervisors and the Los Angeles Junior Chamber of Commerce will administer the fund. The intial broadcast was tentatively scheduled Nov. 1 from the Pasadena Flower Show.

DON'T

OVERLOOK THE SOUTH'S FINEST MARKET WHEN PLANNING YOUR FALL AND WINTER SPOT CAMPAIGN

WSOC CHARLOTTE, N. C. AN NBC AFFILIATE

Sherley Sums Up CASE FOR THE CLEAR CHANNEL GROUP

THE HEARINGS concluded Oct. 21 with the presentation of arguments in behalf of the Clear Channel Group by Swager Sherley, wartime chairman of the House Appropriations Committee and a Washington attorney.

Appearing as cocounsel for the Clear Channel Group, Mr. Sherley argued for preservation of clear channels and for elimination of the present maximum as to power. His speech, which recalled the scene before the former Radio Commission in 1930 when 50 kw. applications were being argued, touched upon all aspects of broadcasting including service, monopoly, chain regulation and related issues.

Ignoring his prepared speech, Mr. Sherley spoke extemporaneously of what he felt to be the function of the FCC in the current hearings. He brought out that the Clear Channel Group of 13 stations is an entirely independent group representing diverse ownership and widely scattered. They have joined together, he brought out, for two purposes—to urge that the existing 30 clear channels be preserved and that the present maximum power of 50 kw. on clear-channels be removed.

Mission of Clear Channels

DISCUSSING the voluminous testimony presented at the hearings, Mr. Sherley emphasized that while he was not an engineer or an economist, three facts were developed that are in capable of dispute. He enumerated these as: (1) Radio reception is not as good at is can be in the present state of the art for America as a whole; (2) service cannot be given over the great rural areas except through clear channels upon which stations operate exclusively at night, and (3) in order to provide better reception, power must be increased not only for clear channel stations but for regionals and locals.

Elaborating, he declared radio in America is probably better than anywhere else in the world. Because it is the best available, he said, it should be left to individual enterprise rather than be placed under government control.

On the question of power, Mr. Sherley said that if the future is judged by the past, increased power represents the answer to better reception. He referred to the 1930 hearings on 50,000 watts and said that at that time there were cries of superpower. Some 45,000,000 people, representing 73% of the geographical area of the country, are dependent upon the secondary coverage of clear channel stations, he said. Even with the increased power, he added, there will not be complete daytime coverage of that area.

In an effort to kill the idea that 500 kw. represents "superpower" Mr. Sherley diverged into a discussion of the "tyranny of phrases". A false impression has been created by the use of the phrase "superpower", he said, declaring that it is totally misleading. In the early days of point-to-point communications on the long waves, he recalled, power of that magnitude was frequently used for long-range communication and he said he was advised by engineers that instances can be found where in lighting of entrances to theaters 500 kw. power is used. Printing presses of newspapers use energy of that order and a Douglas airplane employs over three times that power.

Will Superpower Pay?

ON THE practical question of the number of clear channels that should be employed, Mr. Sherley said it is impossible to cite an exact number necessary to cover the entire country. The weight of the testimony introduced, he said, did not undertake to show how there could be any reduction of the existing number. He referred to the testimony of Dr. Greenleaf Whittier Pickard for the Regional Group, declaring that he finally said that 5, 10 or perhaps 15 of the original 40 clear channels could be duplicated. John V. L. Hogan, the consulting engineer, had testified that he felt there should be the original 40. It was evident, he said, that a single clear channel could not provide national coverage.

If adequate service is to be provided, and consistent service is to be had during night throughout the year, the listener must have more than one high-power clear channel station available and for a variety of programs, there must be from 25 to 30 or more clear channel stations with 500 kw. Declaring that it is easy for men to talk about the little station and the intermediate station and their needs, Mr. Sherley said that the question involved is not simply the right of the station owner but the public's right to receive service. The pressure of individual station owners will always be toward lessening the number of clear channels, and toward additional facilities in populous areas. The FCC record of applications received, he added, show that few of them are for new stations in areas not now well served.

Referring to arguments of regional and local groups that 500 kw. power will mean their destruc-

Let's Get Down To "BRASS TACKS"

Now that the presidential election with all the excitement and attendant disruption of program schedules is past, you find that you have some desirable periods of time open for sponsorship.

For those sponsors, who are discriminative in their choice of a program vehicle, Transco Feature Length Major Productions offer a wide variety in every type of entertainment.

Transco has always given the most careful consideration to the selection of program subjects in order that you—the radio station, advertising agency and your clients may have only the best to offer the listening audience. Each feature presents the finest talent available, and is produced under the direction of a professional staff whose business has been the building of result producing radio programs for years.

Our field managers are at your service for complete auditions.

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WDRC

"The Advertising Test Station In the Advertising Test City"

Maximum Coverage of the Major Connecticut Markets

Basic CBS Station

Hartford, Conn.

National Representative Free, Johns & Field, Inc. New York — Chicago — Detroit San Francisco — Los Angeles

JOHN BLAIR & CO.

National Representatives of Radio Stations

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

tion, Mr. Sherley declared that the initial contention was that superpower stations cannot be made to pay "and in the same breath they say that they will be so successful as to destroy the regional stations."

Discussing the cost of installing and maintaining 500 kw. stations, Mr. Sherley said that the amounts cited by the Regional Group were almost double those of the Clear Channel Group. He felt the Commission should consider the estimates made by the clear channel stations, since they were based on consideration of actual costs. But he added that he was not concerned either with the maximum or the minimum figures because he felt the increases in power would be economically justified. These costs, he said, do not represent any great investment that should make the Commission hesitate. He said he doubted the wisdom of a governmental body considering the "wisdom or lack of wisdom of those willing to make investments."

Dearth of Time

TURNING to the argument that national advertising will be monopolized by the clear channel stations in the event of power increase, Mr. Sherley contended that radio time is limited—a limitation peculiar only to radio and not to other advertising media. Actually, he said, there are only 300 or 400 national advertisers on the air while there are probably 6,000 or 7,000 national advertisers today using newspapers and magazines. He held that it is impossible for a group or 30 or 40 stations to monopolize national advertising by radio. Instead of seeing a dearth of national business, he said the time has already arrived where certain stations cannot give advertisers "bookings".

Referring to the testimony of CBS President Paley that some regional outlets of that network might be dropped if superpower were authorized, Mr. Sherley said this statement was not borne out by actual conditions. This "timidity", he said, was surprising since CBS, when it went into the network field, unquestionably figured on getting new business rather than taking it away from the existing network. It must have concluded that there was "room enough for both", he said. Further, Mr. Sherley said he envisioned the formation of additional networks of advertiser and listener demand. Elaborating on this point, he said:

"Dare this Commission deny better service to all America for fear that those with courage to make another advance will either find no advertising market or usurp that of other stations? Courage, not timidity, has made radio. Can the industry prosper by being denied the right to grow or increase its circulation? Is it a wise function of government to determine the wisdom or folly of private interests? Is it wise regulation to put a maximum on power that thereby limits not only the area to be served but also the service that can be rendered within that area?"

On the question of the possible international interference because of superpower, Mr. Sherley declared that when he heard that the power might involve "the peace of the nation", he became disturbed. However, he said that Dr. C. B. Jolliffe, former chief engineer of the FCC and now with RCA, cleared that point up in his testimony when he said that power of 500,000 watts or even of 5,000,000 watts would not cause any international interference of a character that would cause complications. Further, he added, while America wants to be the good neighbor, it cannot propose to "shackle the art". A nation obtains its rights best by having asserted them in advance of the controversy, he added.

Invading the subject of monopoly, Mr. Sherley declared that the law is clear-cut on this point and that monopoly in radio will not be tolerated. He then outlined the ownership of the various stations in the Clear Channel Group. Most of them, he said, are on the networks and carry chain programs, but they are not "subservient outlets for the chains". A number of them, he said, have reserved the right to choose what network programs they will broadcast and to replace them with programs of their own choosing. If all the stations went to 500 kw., he continued, this individuality would not only remain but be accentuated for with the increased power they would become less dependent on the chains. "If there be a danger of chain monopoly," the attorney continued, "the law gives you the right to regulate them and you should do it."

On the question of duplication, Mr. Sherley said the advertiser will see to it that he does not pay for unnecessary duplication of his programs.

Discussing the matter of station contracts with networks, Mr. Sherley declared that if "block-booking should become the menace that I think it has in motion pictures, you have the power to act. Just as soon as you make the independent strong, just so long do you prevent monopoly between chains. Monopoly comes through power over the weak."

Control of Contracts

IN FURTHER discussions of these points, Mr. Sherley held that if it be thought that contract arrangements between stations and chains gives control without ownership into the hands of the networks, the Commission has the power to cause necessary changes in such contracts. As for his own group of stations, he said, there is no danger of a monopolistic combination between them.

"Can you visualize a combination between *The Chicago Tribune* (WGN) and the *Louisville Courier-Journal* (WHAS)? My imagination is not that vivid," he declared.

Pleading for preservation of separate ownership, Mr. Sherley said that he could visualize the time, through use of higher power on clear channel stations, when groups of such stations would provide their own program service. As for duplication of programs, he said that he felt the FCC would not overlook the need for some duplication no matter how great the power assignments.

It is one thing, he added, to show overlapping areas by graphs depicting the area served by respective stations and quite another to prove thereby that there is in any true sense a duplication of programs to all listeners within the overlapping areas.

Coming to the issue of duplication of stations on clear channels, Mr. Sherley declared it resolves itself into the question "what price glory?" In fact, he pointed out, regional and local stations are operated on what amount to "duplicated" channels in that more than one station performs on them. Of course, he added, it is possible to use stations on opposite coasts on a common channel with some secondary coverage. But, he asserted, it is certain that neither of them or the two jointly will have the same amount of coverage as one station on a frequency. He charged

WABY

NBC

BLUE OUTLET

ALBANY, N. Y.

1370 Kc.

In Baltimore, it's

WFBR

BASIC N. B. C. RED NETWORK

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

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LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

that some of the opposition to superpower may be translated into the desire of stations to break down clear channels for the purpose of placing additional stations in the more populous areas that are now adequately served.

Protection of Clears

DECLARING that already 10 clear channels have been "robbed of their right" through breaking down, Mr. Sherley said that in every case of duplicated operation there is found the desire of the station to improve its status in a populous area. The clear channel issue, he said, is basically one of population and trade area against rural service and the high reward that comes from operation in the larger cities.

Asking that there be no further duplication on clear channels, Mr. Sherley said that the FCC cannot make any further reduction without hurting the service to the nation as a whole. "Don't confuse the public interest with the ownership interest," he implored.

As for quality of programs, generally, Mr. Sherley said that he felt that radio had not yet found itself in the way of program balance. Attributing this to the newness of the art, he said he looked forward to improvement in radio generally.

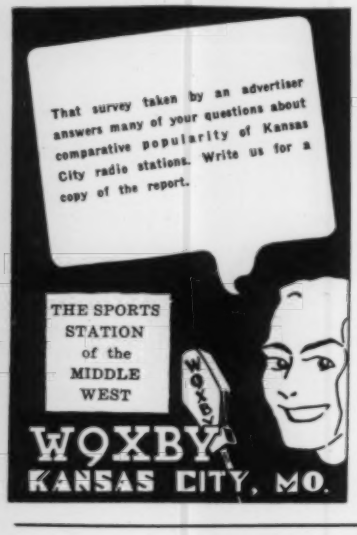
Drawing to the conclusion of his argument, Mr. Sherley said certain outstanding considerations must be taken into account in the improvement of technical radio service. Foremost, he declared, was that this improvement should develop through use of additional power by locals, regionals and clear channel stations. He added he was not arguing that 30 clear channel stations should immediately go to 500,000 watts. He was aware, he said, that all of the 13 members of the Clear Channel Group had not applied for 500 kw. His contention, he said, was that clear channel stations, having been given a great trust, should be required to live up to that trust and use 50,000 watts as minimum power on those channels.

"When you come to make your regulations," he advised, "do not fix the number of clear channel stations which may have that power (500 kw). When you limit the number you immediately force a fight for these power assignments. Do away with your maximum and consider each individual application."

Declaring he was asking that the art be continued free, Mr. Sherley said he did not harbor the view that the art should be kept entirely "flexible" as some witnesses had advocated. This depends upon the interpretation of the word "flexibility".

Rigidity in the preservation of any definitely established principles is necessary, he said, as a means of preventing the constant attack upon existing stations affording a public service. If flexibility means that all regulations are to be so elastic as to give no security as to the basic character of different classes of stations, he said, he opposed that definition.

In conclusion, Mr. Sherley declared that the work of the Commission has been "unusual" and that while many mistakes have been made, these have developed because of the different groups and classes with which the Commission has had to deal and because of the numerous complex problems. He urged the Commission not to think in terms only of station ownership but of the obligation that rests upon the station to serve the public.


That survey taken by an advertiser answers many of your questions about comparative popularity of Kansas City radio stations. Write us for a copy of the report.
THE SPORTS STATION of the MIDDLE WEST
W9XBY
KANSAS CITY, MO.

Guessing Orchestras

SCOTT FURRIERS, through its local stores, is currently conducting over WDRC, Hartfortd; WEEI, Boston; WCSH, Portland, Me., and WJAR, Providence, a novel type of guessing contest. The idea is for listeners to guess the names of orchestras heard on the program through the medium of their recordings. The name of each selection with some slight cue as to the orchestra playing is given. Listeners must not only supply all the names correctly, but must also present their entries in as unique a manner as possible. Three prizes are awarded every week.

General's Bread Bits

GENERAL BAKING Co., New York, through Batten, Barton, Durstine & Osborn Inc., has taken a series of 26 half-minute dramatized commercials for a test campaign on KMBC and WDAF, Kansas City. The discs are from the radio programs division of the Walter Biddick Co., Los Angeles, under the caption of *Bread Bits*.

Murine Series on MBS Is Supplemented by Discs

MURINE Co., Chicago (eye wash), which last winter sponsored *Listen to This*, a quarter-hour program on a four-station MBS hookup, is bringing it back to the air as a half-hour feature Tuesday evenings over a six-station MBS hookup (WGN, WOR, KHJ, KGB, KFRC and KDB) and once weekly via transcriptions on stations WSB, WCAU, WTIC, WNAC, WJR, WLW, WFAA, KQV, WWL, KEX and KOL.

The program features Lew Diamond's orchestra, Johnny & Dotty, singers, and a guest artist chosen from the ranks of "deservers", professional radio performers who have pleased local audiences but who have never before had the opportunity to be heard on a national network. Each broadcast will also include a dramatized "lie", chosen from the files of the Burlington Liars Club, with which the program has an exclusive tieup. Agency: Vanderbie & Rubens Inc., Chicago.

Armco Back to NBC

AMERICAN ROLLING MILLS Co., Middletown, O. (Armco sheet iron), on Nov. 29 will return to the air for its regular fall series on 26 NBC-Blue stations, Sundays, 8-8:30 p. m. No announcement has been made concerning talent. WIRE, Indianapolis, is a part of the network despite previous announcement that it would become a basic Red network station. WIRE is also a part of several other newly-signed Blue network programs, but cancellable with ing 30 days. The Armco period is signed for 26 weeks through Gardner Adv. Co., New York.

Health Products Adds

HEALTH PRODUCTS Corp., Newark, N. J. (Feen-A-Mint, Dillard's Aspergum), on Nov. 22 will add KWK, St. Louis, to its *National Amateur Night* program on MBS, Sundays, 6-6:30 p. m., and on Jan. 3 the program will extend to the Coast by adding KFEL, Denver, and the Don Lee network (KHJ, KFRC, KDB, KGB), a total of 16 stations. To accommodate delegates to the annual drug convention which convened in New York Oct. 19-24, the sponsor rented the National Theatre, New York, for four weeks. William Esty & Co. New York, has the account.

Power Increases Approved

POWER increases for several stations were authorized Oct. 27 by the FCC Broadcast Division as follows: WNOX, Knoxville, from 1,000 to 5,000 watts day, 1,000 watts night; KMA, Shenandoah, Ia., from 2,500 to 5,000 watts day, 1,000 night; WSMB, New Orleans, from 500 to 1,000 watts with provisions for a directional antenna to protect WADC, Akron; WROK, Rockford, Ill., from 500 to 1,000 watts day.

THE MOST POWERFUL STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

Sales Up 27%*

FIGURES just released by Bureau of Census show retail sales in North Carolina at $462,613,000* in 1935, as compared with $363,111,000 in 1933. And the improvement still marches on! Use WWNC—and blanket the rich resort-industrial section of this state!

* To be revised upward to take into account absence of certain data in preliminary Bureau of Census report.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

New Hot Springs Station Sought; KTHS Is Sold

CLOSE on the heels of the sale of KTHS, Hot Springs, Ark., from the local chamber of commerce to Radio Enterprises Inc., subsidiary of the Col. Tom Barton interests headed by Edward Zimmerman, an application was filed Oct. 22 with the FCC for a new daytime 100-watter on 1310 kc. by Associated Arkansas Newspapers Inc., Hot Springs. The KTHS sale still pends FCC approval, and its application to move into Little Rock has been set for hearing.

Heading the group seeking the new station is C. E. Palmer, publisher of the *Hot Springs Sentinel-Record* and *New Era*, the *El Dorado News* and *Times* and the *Texarkana Gazette* and *News* and chief owner of KCNC, Texarkana. He holds 41% of the stock in the new corporation, with his Hot Springs and El Dorado newspapers owning 17.7%. Other principals are Walter E. Husman, Hot Springs newspaperman; A. T. Wood, Union National Bank, Little Rock; H. T. Weigal, Texarkana National Bank; Louis Heilbrun, Texarkana realtor.

National Tea List

NATIONAL TEA Co., Chicago (food stores), on Nov. 2 starts a spot campaign in the Midwest, using daytime announcements daily except Sunday on the following stations: WHO, WOC, WEBC, WCCO, WTCN, KSTP, WTMJ, WISN, WROK, WBBM, WLS, WGN, WMAQ, WCFL, WIND, WJJD, WGES, WSBC, WAAF, WCRW. Dade B. Epstein Adv. Agency, Chicago, has the account.

Bauer & Black Discs

BAUER & BLACK, Chicago (Velure hand lotion) is using three to five five-minute transcribed programs weekly on eight stations, starting the last week in October. The list may be enlarged after the first of the year. Stations are KOA, WMAQ, WFBM, WHO, WJR, WCCO, WOW, WTMJ. Ruthrauff & Ryan Inc., New York, is agency.

FATHER FLANIGAN'S Boys' Home, Omaha, Neb., through Ernest Bader & Co. of the same city, will place a series of 26 quarter-hour programs of *Father Flanigan's Boys' Hometown Band* on 25 stations. The discs, originally recorded on instantaneous material, in November were being re-recorded through the Walter Biddick Co., Los Angeles, on wax at the RCA-Victor studios in Hollywood.

Covering rich shipping, naval stores, tobacco and cotton markets with the cream of local and CBS presentations!

"Georgia's Seaport"

WTOC

SAVANNAH, GEORGIA

1260 KC

National Representative

PAUL H. RAYMER CO.

RANGER — E. W. Thurston (in the 10-gallon hat), commercial sales engineer of Western Electric Co., looks over his commission as a Texas Centennial Ranger, in recognition of eminence in the electrical communications field. R. A. Riley, Graybar's Dallas manager, represented Gov. Allred of Texas in making the presentation.

Lucky Tiger in West

LUCKY TIGER MFG. Co., Kansas City (hair tonic) on Oct. 16 launched a series originating at KHJ, Los Angeles, and going to 11 Don Lee-CBS stations, with two other Don Lee stations for additional coverage, using a half-hour, Fridays, 9-9:30 p. m. (PST). Midland Adv. Agency, Kansas City, handles the account. Talent includes Evelyn Schmidt, coloratura; William Daze, tenor, and Frederick Stark conducting the orchestra. Wayne Griffin is producer. Thirteen programs form the series.

KELLY KAR Co., Southern California automobile firm, has started to use stations in San Diego and Los Angeles with custom-built dramatized transcription commercials produced by Walter Biddick Co., Los Angeles.

BUG AND MOUSE
Tiny Pests Choose Same Day To Harrass WHK

ENGINEERS of WHK, Cleveland, have learned how to "take the bugs out of the equipment."

The scene is the transmitter house, the time early forenoon. The circuit breakers open with a bang. The engineer on duty closes them and they open again. While he is frantically checking power equipment a man engaged for some landscaping around the transmitting tower comes in and reports he heard a queer buzzing in the tuning equipment, encased in a box some distance above the ground. Investigation disclosed the cremated remains of a bug.

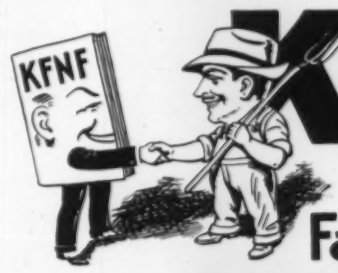
The same day, along toward evening, the station again was knocked off the air. No, guess again! It wasn't another bug. It was just a little mouse, attracted by the warmth of a big transformer and the fine flavor of the insulating compound. He chewed enough to cause a shirt-circuit. WHK engineers figure the chances of the two mishaps occurring the same day are about 80,000 to 1.

GEORGE BURNS and Gracie Allen have signed a Paramount contract for two pictures, getting $500,000 for the first and $60,000 for the second.

WGH

Gives Live Local Representation In Three Prosperous Cities With Studios and Offices

NORFOLK — PORTSMOUTH —NEWPORT NEWS

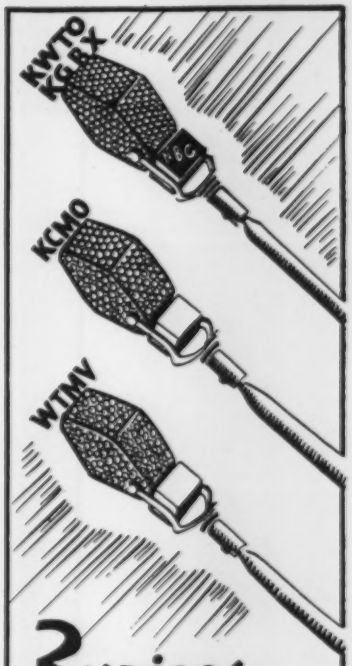


KFNF *is the* **Farm Magazine** *of the* **RADIO world!**

• With an established "circulation" (potential coverage better than 5 million —1936 survey) . . . reasonable "space rates" . . . proved acceptance . . . and a reputation built by consistent service to and for the farm people by the original farm broadcaster—HENRY FIELD.

NEWS NOTE: Over 50 thousand visitors attended Henry Field's Fall Jubilee and Festival, October 14th to 17th, making his 12th year of broadcasting.

KFNF SHENANDOAH, IA. *The Friendly Farmer Station*



3 voices speaking the language of 3 major Missouri markets at **ONE *low* RATE**

National and regional radio advertisers are finding these three stations increasingly productive.

Their products advertised over the "Missouri Triangle" have experienced a remarkable "over-the-counter" acceptance.

Your product, too, will gain turn-over and distribution if featured over these *Three Stations* at *One Low Rate.*

KWTO-KGBX
NBC • SPRINGFIELD, MO.
KCMO
KANSAS CITY, MO.
WTMV
EAST ST. LOUIS

STUDIO AND PROGRAM NOTES

KOIL, Omaha, broadcast hunting dog trials when the Missouri Valley Retriever Trials were held in October. Two quarter-hour broadcasts were arranged with Bob Cunningham, and Emerson Smith in charge. Immediately following the first broadcast, the crowd of spectators increased by more than 500. According to L. C. Hawley, field trial secretary, this increase was directly attributable to the interest shown in the KOIL broadcasts. Sheriff Hopkins, of Douglas County, in which Omaha is located, received eight telephone calls from persons requesting him to stop the wanton killing of birds that they were hearing about over their radios. The sounds of the gunfire and the splash of the water as the dogs came out with their birds were both plainly heard over the air.

KHJ, Los Angeles, celebrated its annual picnic at the Valley Park Country Club, Van Nuys, in October.

KFWB, Hollywood, has effected a working agreement with the Bryan Foy production unit at Warners-First National whereby the picture unit will produce a weekly play with Robert White writing the radio adaptations. Leo Forbstein's Vitaphone Orchestra, now on location, will return Nov. 1 and present an hour's program each week on the station.

WJJD has POWER 20,000 WATTS has PROGRAMS THAT BUILD AUDIENCES Gets RESULTS

LET US TELL YOU WHY YOU CAN-NOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION IN CHICAGO !

201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE., N.Y.C.

UNDER the auspices of *The Detroit News*, WWJ, Detroit, has started a campaign to give new or used radios to the city's blind, crippled and bedridden at Christmas time. Known as the "Give-a-Radio" campaign, the movement met with immediate interest, a local dealer announcing that he would start the drive off with a new set out of his stock. Radio Jake, interference expert of the *News*, is in charge. Inspiration for the idea came from 22-year Lucille King, who, blind and paralyzed, has spent all but three of her years in bed. The gift of a radio strengthened her desire to live and provided impetus for the drive.

A NEW series of America's *Town Meeting of the Air* will start on NBC-Blue network, Thursdays, 9:30-10 p. m. under the auspices of the League for Political Education, with Dr. Harry Woodburn Chase, chancellor of New York University, and George V. Denny Jr. in charge.

WEXL, Royal Oak, Mich., sent out a radio call for aid in a simulated hurricane disaster and some 600 boy scouts in the district responded. It was the first attempt to stage an emergency mobilization on a large scale by radio in the Midwest.

THE BARNSTORMERS weekly sustaining dramatic half-hour on KFI, Los Angeles, has returned for the winter season with Forrest Barnes producing. The cast is changed for each production.

TELEVISION broadcasts experimentally from W6XAO, Los Angeles television station of the Don Lee Broadcasting System and KHJ, on Oct. 18 were changed to 4 p. m. (PST) Sundays for a quarter-hour. The station had previously been on the air for evening broadcasts, with KHJ broadcasting the sound accompaniment of the sight program transmitted by W6XAO.

WBNX, New York, has started *Uptown Baby Contest*, with entries ranging from 10 months to 10 years. Winners are given a chance to face the microphone. Baby songs are featured in the musical portion of the program.

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
NEWS is your best bet this fall.
TRANSRADIO

RADIO FAMILY RIGDON—With Louis T. Rigdon as director, and his wife Edythe Miller as assistant, the WSB-Atlanta Journal *School of the Air* in October entered its sixth year with an enrollment of over 300,000 students in 400 Georgia public schools. For competition in declamation, recitation, piano and violin, scholarships in Georgia colleges and free trips to Radio City are annually awarded. Cooperating with WSB in carrying the school broadcasts are WTOC, Savannah; WMAZ, Macon, and WRDW, Augusta.

KFOX, Long Beach, Cal., has inaugurated a *Phone in Folks* Sunday afternoon request program for two hours. Hal Nichols, president of the station, answers the request calls with two-way conversation amplified and broadcast.

WITH auto show season approaching, WGAR Cleveland, is beginning for its third successive year a series of interviews with representatives of motor car companies. Carl George interviews them on safe driving and new models.

AT THE national corn-husking contest to be held Nov. 10 in Licking County, Ohio, NBC will have Hal Totten and Everett Mitchell on the scene to collaborate in describing the "battle of the bangboards" on the *National Farm & Home Hour*.

WLBF, Kansas City, Kan., used the local police shortwave system to broadcast a running account of President Roosevelt's visit in the city. Announcer Evan Fry described the events from a squad car equipped with two-way apparatus.

WOOD, Grand Rapids, broadcast the local speeches of the presidential candidates of both major parties within 14 hours. At 7:30 on the evening of Oct. 14, Gov. Landon was rushed from his train to deliver an address, which was broadcast by WOOD. As his train pulled out of the depot the following morning, President Roosevelt's train arrived, and the Chief Executive drove directly to Campau Square for his scheduled speech.

WPAY, Portsmouth, O., covered the 17th session of fox hunting at nearby Jackson, using a 42-mile remote telephone line, with Boss Johnson, WLW raconteur, at the microphone, assisted by Judge Fields and Hillburn Lloyd, of the WPAY staff. The daybreak casting of hounds for the all-age event was missed due to difficulty in getting lines to the outlying valley from which the hunt started.

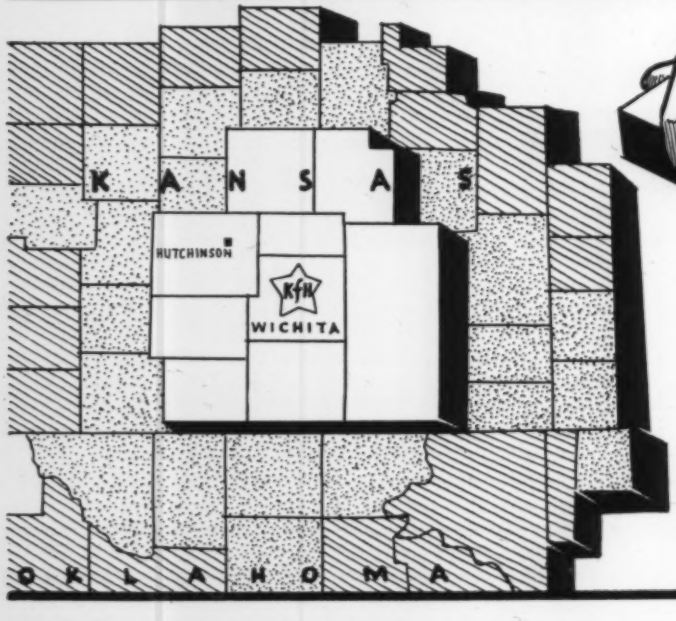
WCPO, Cincinnati, broadcast an appeal for blood transfusion volunteers following a caesarian operation and within 15 minutes nine persons were at the hospital while many others phoned or arrived later. Lives of both the mother and baby were saved. Attemps to reach the patient's relatives had failed until the attending physician called WCPO and asked for help.

WAAB, Boston, and Colonial Network will carry hockey games of the Boston Bruins, with Frank Ryan announcing, a post he has filled since 1923. WNAC and Yankee Network will carry out-of-town games.

CHICAGO, Northwestern and De Paul university professors will discuss current trends in education, business, art, music, economics, government and similar subjects in a new series of quarter-hour programs broadcast every evening except Saturday and Sunday on WIND, Gary. Mondays will be devoted to education, Tuesdays to business, Wednesdays to art, Thursdays to government, and Fridays to the "news behind the news". The series is presented under the auspices of the University Broadcasting Council, organization for research in the field of education by radio maintained by the three universities.

WNEW, New York, in conformity with the current trend among commercial broadcasters, has discontinued its national advertising rate. The announcement was made Oct. 21 by Herman Bess, vice president in charge of sales and Hugh Boice, Jr., national sales director.

WBT, Charlotte, N. C., invites stage-struck actors in the South to audition for appearance on air, doing bits from any play they think is suitable for their talents. The idea is to give amateur thespians opportunity to satisfy themselves as to their ability and furnish invisible audience with chance to do whatever they think is correct when the act is in progress.



TAKE THESE BLOCKS TO BUILD YOUR SALES . . .

The KFH audience is many times greater than that of any station heard in this "ready-to-buy" market. And its lead has sharply increased with the KFH increase in power to 5,000 watts. Your program to the vast KFH listening audience in South-Central Kansas and Northern Oklahoma, will build your sales and increase your distribution.

An excellent merchandising service is available to augment your sales efforts over KFH.

K F H
WICHITA • KANSAS

MIDAS LAND
A Domain of WEALTH Within Sound of Your Voice!

• WEALTH IS LITERALLY FLOWING in East Texas. The oil fields alone produce over $500,000 a day. You can reap in dividends by catering to this receptive market with "money in their jeans". Take a long view on Longview and select KFRO as your Spokesman and Star Salesman. Send for "The Story of KFRO".

KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEXAS

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

NBC Pacific Fee Stopped

SPECIAL charges heretofore assessed by NBC for keying of programs from the West Coast were abolished as of Oct. 19, placing the studios in San Francisco and Hollywood on the same basis as those in New York, Chicago, and Washington for the free origination of network programs. The announcement was made Oct. 17 by Roy C. Witmer, sales vice president. Extra charges were $175 for San Francisco origination and $200 for Hollywood programs.

Flex-O-Glass Spots

FLEX-O-GLASS Co., Chicago (flexible glass-like material), is sponsoring a quarter-hour of the WHO *Barn Dance*; four daily announcements on WIBW, KMMJ, KMA, and is one of four advertisers assuming participating sponsorship of the *Morning Round Up*, broadcast 8:30-9 a. m., daily except Sunday, over ABC network. Presba, Fellers & Presba Inc., Chicago, is agency.

Aurora Using Spots

AURORA LABORATORIES, Chicago (Clear Again cold remedy), is sponsoring a quarter-hour of the *Musical Clock* on WBZ, Boston, daily except Sunday, and daily announcements in the evening; an early morning quarter-hour of recorded music on WGN, Chicago, Mon., Wed., Fri., and a quarter-hour of the Sunday morning *Sunshine Hour* on WMAQ, Chicago, and daily announcements in the afternoon. Agency: Aubrey, Moore & Wallace Inc., Chicago.

Not Table Talk

EDWARD PAULIN, man-on-the-street for WROK of Rockford, Ill., has learned not to be quite so insistent when he asks women personal questions. "I suppose you have a most embarrassing moment?" Eddie asked a yound lady. "Indeed I have," she replied. "I've had one very embarrassing moment, but I won't tell you about it here." "Why not?" Paulin insisted. "Well," she observed, "if I did, we'd both be embarrassed!"

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

Pittsburgh Marches To The Polls

And elects WCAE in this fashion:

22% more listeners than the second station.

82% more listeners than the third station.

Ross Federal checked the ballots.

We admit patronage. A look at the sales curves of our advertisers proves we hand out results. There still is a little room on the WCAE Band Wagon! Climb aboard!

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

KMOX, St. Louis

Kroger Grocery & Baking Co., Cincinnati, 4 weekly *t*, direct.
Valier & Spier Milling Co., St. Louis (Dainty flour), 6 weekly *sp*, direct.
Studebaker Sales Corp. of America, South Bend, Ind. (autos), 3 weekly *t*, direct.
Pontiac Motor Corp., Detroit, 39 *sp*, direct.
American Gas Machine Co., Albert Lea, Minn. (heaters), weekly *t*, direct.
Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 104 *t*, thru Wade Adv. Agency, Chicago.
Continental Oil Co., Ponca City, Okla. (Conoco), weekly *t*, thru Tracy-Locke-Dawson Inc., N. Y.
Pinex Co., Ft. Wayne, Ind. (cold remedy), 260 *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Mantle Lamp Co. of America Inc., Chicago (Aladdin lamps), 26 *t*, thru Presba, Fellers & Presba Inc., Chicago.
Republic Steel Corp., Youngstown (farm fence), 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
International Shoe Co., St. Louis (shoes), 26 *sp*, direct.

KGO, San Francisco

Colgate - Palmolive - Peet Co., Jersey City, N. J. (Palmolive soap), 26 *sa*, thru Benton & Bowles Inc., N. Y.
American Tobacco Co., New York (Rio-Tan cigars), 4 weekly *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Swift & Co., Chicago (Sun-Brite Products), 3 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
E. Fougera & Co., New York (Vapex), 3 weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.
Pacific Gas & Electric Co., San Francisco (electrical products), weekly *sp*, placed direct.
Duff-Norton Mfg. Co., Pittsburgh (jacks), 3 weekly *ta*, thru Walker & Downing, Pittsburgh.

WBT, Charlotte

Globe Brewing Co., Baltimore, 16 *sa*, thru Joseph Katz Co., Baltimore.
Dorothy Perkins Co., St. Louis (cosmetics), 26 *ta*, thru Ridgway Co., St. Louis.
M. L. Clein & Co., Atlanta (Mentho-Mulsion), 2 weekly *sa*, thru Loeb Adv. Agency, Atlanta.
L. Greif & Bros., Baltimore (Chatham Homespun), 5 *sp*, thru Cahn, Miller & Nyburg Inc., Baltimore.
Bulova Watch Co., New York, 7 weekly *sa*, thru Biow Co. Inc., N. Y.
Standard Candy Co., Nashville, 26 *t*, thru C. P. Clark Inc., Nashville.

WADC, Akron

Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Kroger Grocery & Baking Co., Cincinnati (stores), 780 *sa*, thru Ralph H. Jones Co., Cincinnati.
Sherwin - Williams Co., Cleveland (paint), 52 *sa*, thru T. J. Maloney Inc., N. Y.
American Chicle Co., Long Island City, N. Y. (Sen-Sen), 26 *sa*, thru Alsop Radio Recording, N. Y.
Knox Co., Kansas City (Cystex), 26 *t*, thru Dillon & Kirk, Kansas City.

WENR, Chicago

E. Fougera & Co. Inc., New York (Vapex), 28 *ta*, thru Small, Kleppner & Seiffer Inc., N. Y.
Parker Bros., Boston (games), 84 *sa*, thru John W. Queen, Boston.
Duart Sales Co., San Francisco (face cream), 42 *t*, thru Howard E. Williams, San Francisco.

WBAL, Baltimore

Ironized Yeast Co., Atlanta (proprietary), 26 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rel, Rem), 130 *sa*, thru Joseph Katz Co., Baltimore.
Crosse & Blackwell Inc., Baltimore (food), 75 *sa*, thru Van Sant, Dugdale & Co., Baltimore.
Crazy Crystals Co., Mineral Wells, Tex. (proprietary), 145 *sp*, thru Luckey Bowman Inc., N. Y.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 78 *sa*, thru DeForest Merchandising Bureau, Springfield.
C. F. Mueller & Co., Jersey City (macaroni), 78 *sa*, thru E. W. Hellwig Co., N. Y.
Pinex Co., Fort Wayne, Ind. (cold remedy), 330 *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Armin Varady Inc., Cleveland (cosmetics), 111 *sp*, thru Baggaley, Horton & Hoyt Inc., Chicago.

KNX, Los Angeles

Union Pacific Railway, Omaha, 2 weekly *sa*, thru Ernest Bader & Co., Omaha.
Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Dr. Miles California Co., Los Angeles (Alka-Seltzer), daily *sp*, thru Associated Adv. Agency, Los Angeles.
Washington State Apples Inc., Seattle, 7 weekly *sa*, thru J. Walter Thompson Co., San Francisco.
Sherwin - Williams Co., Cleveland (paint), 5 weekly *sa*, thru T. J. Maloney Inc., N. Y.

WEAN, Providence

Standard Milling Co., New York (Ceresota Flour), 5 weekly *ta*, thru Benton & Bowles Inc., N. Y.
Colt Shoe Company, Boston, 7 weekly time signals, thru Broadcast Adv. Inc., Boston.
Gibson's Inc., Kalamazoo (musical instruments), 6 weekly *sa*, thru George W. Danielson, Providence.

KDYL, Salt Lake City

Interstate Transit Lines, Omaha, 4 *sp*, thru Beaumont & Hohman Inc., Omaha.
Roman Meal Co., Tacoma, 26 *sa*, thru Milne & Co., Seattle.

WBZ-WBZA, Boston-Springfield

Utica Knitting Co., Utica, N. Y. (textiles), 3 weekly *sa*, thru John Thomas Miller, N. Y.
Colgate - Palmolive - Peet Co., Jersey City, N. J. (Palmolive soap), 5 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Boston & Maine Railroad, Boston, 7 weekly *sa*, thru Doremus & Co. Inc., Boston.
Kinox Co., Rutland, Vt. (Callous-Ease), 3 weekly *sa*, thru Hays Adv. Agency, Burlington, Vt.
Williamson Candy Co., Chicago (O'Henry Candy Bars), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Chattanooga Products Co., Chicago (Sunsol Products), 5 weekly *ta*, thru Vanderbie & Rubens Inc., Chicago.
Rival Packing Co., Chicago (Rival dog food), 6 weekly *sp*, *t*, thru Charles Silver & Co., Chicago.
Good Luck Food Co., Rochester, 2 weekly *sp*, thru Hughes, Wolff & Co. Inc., Rochester.
M. J. Breitenbach Co., N. Y. (Gude's Pepto-Mangan), 3 weekly *ta*, thru Brooke Smith & French Inc., N. Y.

WEEI, Boston

E. A. Raphael Co., Boston (New England Royal typewriter distributor), weekly *sa*, thru Louis Glaser Inc., Boston.
Maryland Pharmaceutical Co., Baltimore, (Rem and Rel), 4 weekly *sa*, thru Joseph Katz Co., Baltimore.
Acousticon Co., Boston (apparatus for the deaf), 3 weekly *sa*, thru Harry M. Frost Co. Inc., Boston.
Sears, Roebuck & Co., Boston (retail), weekly *sa*, thru Chambers & Wiswell Inc., Boston.

WICC, Bridgeport

K. A. Hughes Co., Jamaica Plain, Mass. (Salicon), daily *ta*, thru Badger & Browning, Boston.
Sears, Roebuck & Co., Boston, 2 weekly *t*, thru Chambers & Wiswell Inc., Boston.

WJAR, Providence

Minard Co., Framingham, Mass. (drug products), 3 weekly *sa*, thru Charles W. Hoyt Adv. Agency, Boston.

Rural Progress Magazine

"I tell you there's no barn dance here—I just turned on my radio while I was working!"

WHK, Cleveland

Sterling Products Inc., New York (Phillips toothpaste, etc.), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Sterling Products Inc., New York (Cal. Syrup of Figs), 4 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
Kroger Grocery & Baking Co., Cincinnati (bread), 3 daily *sa*, thru Ralph H. Jones Co., Cincinnati.
Grabosky Bros., Philadelphia (Royalist cigars), 3 weekly *sa*, thru Al Paul Lefton Co., Philadelphia.
American Chicle Co., Long Island City (Sen-Sen), 26 *sa*, thru Badger & Bowning Inc., N. Y.
Parker Bros., Salem, Mass. (fountain pens), 5 weekly *sa*, thru John W. Queen, Boston.
Chrysler Corp., Detroit (Plymouth), 9 *ta*, thru J. Stirling Getchell Inc., Detroit.
Chevrolet Motor Co., Detroit (autos), 76 *sa*, thru Campbell-Ewald Co. Inc., Detroit.
Beneficial Management Corp., New York (personal loans), weekly *sa*, thru Albert Frank-Guenther Law, N. Y.
U. S. Industrial Alcohol Co., New York (Super-Pyro), 5 weekly *sa*, thru Lambert & Feasley Inc., N. Y.
Larus & Brothers Co., Richmond (Edgeworth tobacco), weekly *t*, thru Marschalk & Pratt Inc., N. Y.

WOR, Newark

Procter & Gamble Co., Cincinnati (Crisco), 5 weekly *t*, thru Blackman Adv. Inc., N. Y.
Sears, Roebuck & Co., Newark, weekly *sp*, direct.
Glame Co., Hoboken (nail polish), weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.
General Cigar Co., New York (White Owl), weekly *sp*, thru J. Walter Thompson Co., N. Y.
Justin-Haynes & Co. Inc., New York (Aspirub), weekly *sp*, 2 weekly *sa*, thru Redfield-Johnstone Inc., N. Y.
Rieser Co., New York (shampoo), weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.
American Gas Machine Co., Albert Lea, Minn. (stoves), weekly *sp*, thru Greve Adv. Agency Inc., St. Paul.
Armin Varady Inc., Chicago (cosmetics), 3 weekly *sp*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Manhattan Soap Co. Inc., New York (Sweetheart soap), 3 weekly *sa*, thru Peck Adv. Agency Inc., N. Y.

KYA, San Francisco

Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Carter Medicine Co., New York (Carter's little liver pills), 7 weekly *ta*, thru Street & Finney Inc., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem—cough syrup), 7 weekly *ta*, thru Joseph Katz Co., Baltimore.
Gilmore Oil Co., Los Angeles (oil), 7 weekly *ta*, thru Botsford, Constantine & Gardner, Los Angeles.
Associated Oil Co., San Francisco (gas & oil), weekly *sp*, thru Lord & Thomas, San Francisco.
Chevrolet Motor Co., Detroit (automobiles), 14 weekly *sa*, thru Campbell-Ewald Co. Inc., Detroit.

WMAQ, Chicago

Armand Co., Des Moines (cosmetics), 43 *sp*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Peter Fox Brewing Co., Chicago, 6 *sp*, thru Schwimmer & Scott, Chicago.
Rival Packing Co., Chicago (Rival dog food), 39 *sp*, thru Chas. Silver & Co., Chicago.
E. Fougera & Co. Inc., New York (Vapex), 13 *ta*, thru Small, Kleppner & Seiffer Inc., N. Y.

WENR, Chicago

M. J. Breitenbach Co., New York (Pepto-Mangan), 3 weekly *ta*, thru Brooke, Smith & French Inc., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 26 *sa*, thru Joseph Katz Co., Baltimore.

PROMOTION FOR PILLSBURY

Premium Offer for Children, Successful in Spring To Be Repeated on NBC-Red Program

By H. K. PAINTER,
Vice-President,
Hutchinson Advertising Co.

INFLUENCED by a continuing demand by children in all parts of the country, the Pillsbury Flour Mills Company is renewing its offer to send a "Play Bakery" to anyone who sends ten cents and a wrapper or label from any baker's bread. The offer will be broadcast, starting Nov. 16, over a 45-station hookup of the NBC-Red network.

Behind this announcement is an impressive story of the highly effective promotional work carried on by Pillsbury in the interest of the baking industry, and especially of the way in which an outstanding radio program is being used to stimulate sales of bakery products.

Impartial radio surveys show that the Pillsbury program, *Today's Children*, broadcast every weekday morning except Saturday, is one of the most popular sponsored daytime programs on the air, and actually has more listeners than many of the best-known evening programs. When the Play Bakery offer was broadcast on this pace-setting program last spring, it brought a deluge of bread wrappers and labels, each representing a sale for some baker or grocer. Since that time, a change has been made in our NBC hookup so that the November announcements will be broadcast over many new stations and reach millions of new listeners.

A Steady Demand

AS THE Play Bakery is a toy intended primarily for indoor use, it was assumed that interest in it would drop off sharply during the outdoor months. Contrary to expectations, however, the demand for it continued steadily throughout the summer, indicating that the toy had made an even greater hit with the children than its sponsors had hoped. Repeating the offer, now that colder weather has returned, will further stimulate demand for bakery products.

While the Play Bakery creates immediate sales for bakers because anyone wishing to obtain it must send in evidence of the purchase of bread, its greatest value is educational. It teaches children—and, through them, their parents—the sanitary equipment and methods used by modern bakers, and impresses upon them the wholesomeness, variety and appetite-appeal of bakery products. It develops new patrons for bakers and grocers, and persuades present patrons to buy more.

The novel toy comes in the form of a press-out folder, printed in full-color on heavy cardboard. When the various pieces are pressed out and folded according to directions, the child is equipped to play wholesale baker, retail baker, or house-to-house baker. Accompanying notes explain the purpose of the various pieces of bakery equipment.

As was the case when the offer was originally announced, Pillsbury pays the whole cost of the promotion, which is designed to benefit the entire baking industry. For telling the public about the offer, the Pillsbury company not only uses its NBC radio program, but provides bakers and grocers with attractive display material.

Pillsbury does all the work as well, as anyone wishing to get a Play Bakery mails his dime and bread wrapper direct to the Pillsbury Flour Mills Co., in Minneapolis. The only request made of bakers is that they refrain from advertising the offer over their own names, because of the general conviction in the industry that individual bakers should not offer premiums.

Long Commercial

WHAT it believes to be a record commercial has been signed by KMLB, Monroe, La., which has sold 10 hours of continuous sponsorship of the election returns Nov. 3 to the Ouachita Coca Cola Bottling Co. The same company is also sponsoring 27 football games, five from out of town, over that station. KMLB has just completed modernizing its transmitter, with a new 246-foot vertical radiator, and has subscribed to the NBC and WBS transcription libraries and to Transradio Press.

Edgeworth Tests

LARUS & BROTHERS Co., Richmond (Edgeworth tobacco), is launching a series of 13 weekly half-hour WBS transcriptions on nine stations from Boston to Los Angeles in a test campaign. John B. Kennedy will serve as master of ceremonies with guest stars and music completing the program. Capt. Bob Bartlett is being featured in the first program, and is introduced by Lowell Thomas. *Moments You Never Forget* is the title. Stations and starting date follow: Oct. 22 WRVA (owned by sponsor); Oct. 24 WOR, KYW; Oct. 26 CKLW; Oct. 28 WGN; Oct. 31 WHK; Nov. 5 KNX, KOA; Nov. 8 WBZ-WBZA. Marschalk & Pratt Inc., New York, placed this account, the rest of the account remaining with Batten, Barton, Durstine & Osborn Inc., New York.

For Complete
COVERAGE
of
HEAD of the LAKES
and
IRON RANGE
REGIONS

WEBC
DULUTH

WMFG
HIBBING, MINN.

it "rained" crops in Mississippi!
Mississippi's farm income for 1936 is estimated at $200,000,000.00, an increase of $62,017,000.00 over the 1935 farm products income.
Mississippians are spending more money than ever before—and 70c out of every dollar spent in Mississippi is spent in the WJDX Good Service Area.
WJDX
THE LAMAR LIFE STATION
JACKSON MISSISSIPPI

Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

This is your column, too — so send along any item you have!

As this issue of Broadcasting goes to press (November 2nd, to be exact) WCBD becomes designated as a CHICAGO station. It means better service to the millions who have found a real friend in this pioneer station of radio.

* * *

Believing Chicago rightfully should have Eastern Standard Time, WGES, WSBC and WCBD are carrying on an active campaign to keep the city on its present schedule. On the other side of the fence are our friendly competitors WLS and WCFL. The verdict: November 3!

* * *

Announcement is made that WEMP, Milwaukee, is now under the active commercial management of the author of this column. Hence you see a slight change in the heading of these items—and you'll read news notes here often about WEMP, a station that is headed to the forefront, we modestly believe.

* * *

The certain radio station that boasts its refusal to have its collegiate football games sponsored, comes on the air each Sabbath with a commercially sponsored professional game! Is this consistent dignity?

* * *

WSBC's new location at the very center of Chicago (Madison at Western) draws visiting crowds larger than the ample accommodations of the station. Fortunately the Warren Avenue police station is in the same block and is helpful in taking care of the overflow.

* * *

Hardly will the ink be dry on this than we'll know the outcome of the national election. This much we feel certain of as we write this: WGES carried more paid political time prior to the election than any other Chicago station.

* * *

We're glad someone liked our plan of allotting radio facilities in proportion to the number of receiving sets at various points. There isn't much logic in broadcasting where there are no sets. "Circulation" has as much to do with radio as with newspapers.

* * *

Then there are still a few advertisers who overlook the "foreign millions" of Chicagoland when they're looking for "circulation."

Gene T. Dyer

In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.

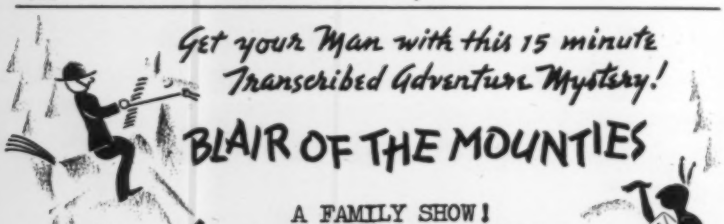
The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

New Chicago Agency

SELVIAIR Broadcasting System Inc., advertising agency dealing exclusively in advertising by radio, has opened offices on the 34th floor of the Mather Tower in Chicago. Principals are Irving Rocklin and Arthur A. Kohn, formerly partners in the Rocklin-Kohn Advertising Agency. Kenyon Linn, who has been heard as announcer on Silvercup's *Lone Ranger*, Barbasol's *Singin' Sam*, Mantle Lamp's *Smiling Ed McConnell*, and various other programs, has been placed in charge of continuity and production. Selviair is at present handling the broadcasting of Nelson Bros. Furniture & Warehouse Corp., Chicago, which is probably the largest Chicago user of local radio time, sponsoring 16 programs daily.

Now Inter-City System

KNOWN from its inception as the Inter-City Group, the regional network of eastern stations headed by WMCA, New York, has announced a change in name to Inter-City System. The network comprises, in addition to WMCA, stations WIP, Philadelphia; WOL, Washington; WDEL, Wilmington; WCBM, Baltimore; WPRO, Providence; WMEX, Boston; WLNH, Laconia, N. H.; W1XBS, Waterbury.


Get your Man with this 15 minute Transcribed Adventure Mystery!
BLAIR OF THE MOUNTIES
A FAMILY SHOW!
ACTION, THRILLS, SUSPENSE
BETTER CITIZENSHIP!

From exciting and thrilling adventures with the Mounties and similar groups, Col. Rhys Davies, soldier, adventurer, writer, has picked personal highlights and through this fascinating series makes them happen all over again for radio audiences. Each fast-moving episode is a complete story. The list covers the period from the Yukon Gold Rush of '98 to the Great War -- ranging from fur stealing and mining in Alaska, to yarns of espionage service in Canada and France during the War. Mysteries that took years to work themselves out are telescoped into a few minutes for your entertainment. Atmosphere and detail are colorfully and faithfully drawn.

LENGTH: 15 min. ACTION: 12½ min. 39 Episodes ready. 13 Episodes minimum sale. Complete merchandising suggestions are available.

RADIO PROGRAMS DIVISION, Walter Biddick Co.
568 Chamber of Commerce, Los Angeles

SEND FOR "BLAIR OF THE MOUNTIES" Audition record. Deposit of $2.50 required. Money refunded if record returned in thirty days.

AGENCIES AND REPRESENTATIVES

R. LYNN BAKER, vice-president of J. Walter Thompson Co. in charge of West Coast activities has been transferred to New York to assume an executive position. Arthur C. Farlow, formerly manager of the agency's St. Louis office, succeeds Mr. Baker on the Coast.

JAMES E. BINGHAM has joined the Chicago sales staff of Wilson-Dalton-Robertson, radio station representatives. Mr. Bingham was formerly with Mitchell-Ruddell-Rudden Inc., publishers representatives in Chicago.

PAUL A. BELAIRE, WOR's newly appointed New England sales representative, is located at 80 Federal St., Boston.

ADRIAN SAMISH, formerly of Cleveland B. Chase agency, has succeeded Eric Barnouw as director of the *True Story Court of Human Relations* on NBC-Red network.

WILSON-DALTON-ROBERTSON has been appointed national sales representative for four Texas stations: KFDM, Beaumont; KRGV, Weslaco; KXYZ, Houston; and KGFI, Corpus Christi.

RALF M. SPANGLER, for the last two years vice-president and radio executive of Hixson-O'Donnell Inc., Los Angeles, has resigned to form General Adv. Agency at 672 South Lafayette Place, Los Angeles. The Hixson-O'Donnel firm cooperated by turning over its drug accounts to the new agency.

TED CATE, radio department head for Mayers Co., Los Angeles, was operated on for appendicities at the Hollywood Hospital late in October.

NELSON SHAWN, formerly with NBC Artists Service, Chicago, on Oct. 19 joined Neisser-Meyerhoff Inc., Chicago agency, as radio director. At present Neisser-Meyerhoff has programs on the air for Mickelberry's Food Products Co., Chicago (sausage); Fitzpatrick Bros. Inc., Chicago (Kitchen Klenzer); and Sawyer Biscuit Co., Chicago (cakes and crackers).

WILLIAM G. RAMBEAU Co., station representatives, has doubled its space in the Tribune Tower, Chicago. The organization recently took over representation of the Don Lee Network.

CHARLES J. COWARD has resigned as radio director of the Moss-Chase Co., Buffalo, to join the radio staff of The Ralph H. Jones Co., New York. Mr. Coward was in charge of radio for Moss-Chase for four years. Prior to that time he was copy-writer with Lyddon, Hanford & Kimball, Buffalo.

BROOKS H. BEITLER, formerly city editor of the *Chicago Daily News* and more recently associated with Mayor Kelly's *Keep Chicago Ahead* campaign, has been appointed publicity director of Stack-Goble Adv. Agency, Chicago.

STELLI
Cutting Needles
for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

WALTER JOHNSON, former radio actor, has joined the Hollywood office of Young & Rubicam Inc., in a production capacity on the Packard and Jello broadcasts.

JACK LEIGHTER, former New York radio booker, in October opened a Hollywood talent office at 9123 Sunset Blvd. as Jack Leighter & Associates.

TOM HARRINGTON, radio producer in the Hollywood office of Young & Rubicam Inc., flew to New York late in October on a brief business trip.

LOUIS DEAN, radio director of Campbell-Ewald Co. of New York, arrived in Hollywood late in October.

E. H. BOWERS, radio director of N. W. Ayer & Son Inc., Chicago, is spending a few weeks at home in a combination convalescence from influenza and vacation.

Joscelyn to Chicago

TRANSFER of A. E. Joscelyn, account executive of Free & Sleininger Inc., and of Free, Johns & Field Inc., from the New York to the Chicago offices, was announced Oct. 24 by H. Preston Peters, vice president. Mr. Joscelyn will act in the same capacity in Chicago. He has been in New York for nearly three years, and prior to joining the firm was with Williams, Lawrence & Gresmer, publishers' representatives, and with the *Chicago Tribune*. Simultaneously, Mr. Peters announced that W. Donald Roberts, formerly of *Today*, had joined the New York office in a sales capacity. He formerly was on the *New York Times*.

Cartier Joins Agency

JACQUES N. CARTIER, former member of Canadian Radio Commission, and a widely known radio expert and newspaperman, has been appointed director and executive member of Stevenson and Scott Ltd., Montreal advertising agency. Mr. Cartier's radio career dates back from 1907 with the Canadian Marconi Co., when he was a colleague of David Sarnoff, RCA head, and was identified with CKAC, Montreal, Canada's first high-power station, when it started on the air.

ABC Sponsors Shift

SPONSORS participating in the *ABC Barn Dance*, half-hour program formerly broadcast on Wednesday evenings over the ABC network, have shifted their sponsorship to the *Morning Round Up*, broadcast over ABC daily except Sunday, 8:30-9 a. m. Advertisers using this period are American Book Mart, Chicago (rare books), through E. H. Brown Adv. Agency, Chicago; Sterling Casualty Insurance Co., Chicago (penny-a-day insurance), through Frankel-Rose Co., Chicago, and Picture Ring Co., Cincinnati (novelty rings), through Frederick W. Ziv Inc., Cincinnati, and a new sponsor, Flex-O-Glass Co., Chicago (window material for henhouses, etc.), through Presba, Fellers & Presba Inc., Chicago.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting $50.00
Hollister Crystal Co.
WICHITA, KANSAS

RADIO ADVERTISERS

PITTSBURGH PLATE GLASS Co., Pittsburgh, has named Maxon Inc., Cleveland, to handle advertising for its paint division.

NU-EZ Corp., Detroit (Protexkin) has named George A. Mason Adv. Agency, Detroit, to service its account. Radio will be used to develop the Detroit and Buffalo markets.

COMMANDER LARABEE Corp., Minneapolis (flour etc.) has placed its Sunfed flour account with Cramer-Krasselt Co., Milwaukee.

DAVID G. EVANS COFFEE Co., St. Louis, is advertising through Gardner Adv. Co., St. Louis.

IOWA SOAP Co., Burlington, Ia., has transferred its account to Critchfield & Co., Chicago.

McKESSON & ROBBINS Inc., New York (proprietary, etc.) has named Gardner Adv. Co., New York, to place all advertising.

MILK FOUNDATION Inc., Chicago, has appointed Aubrey, Moore & Wallace Inc., Chicago, to service its account.

COPINOL Co., Los Angeles (proprietary) has placed its account with General Adv. Agency, Los Angeles.

CRANBERRY CANNERS Inc., South Hanson, Mass., is advertising through Harry M. Frost Co. Inc., Boston.

DOROTHY GRAY, New York (cosmetics) after Jan. 1 will advertise through J. Walter Thompson Co., N. Y.

RICHARD PAUL Inc., Los Angeles (stockings) has appointed Dana Jones Co., Los Angeles, to place advertising.

A. J. KRANK Co., St. Paul (cosmetics) has selected Cramer-Krasselt Co., Milwaukee, to place advertising.

LA TOJA PRODUCTS Inc., New York (cosmetics) has placed its account with H. W. Fairfax Adv. Agency Inc., N. Y.

BALLARD GOLDEN OIL Co., Old Towne, Me., planning to use radio, has named Vox Co. of Advertising Inc., New York, as agency.

MARLIN FIREARMS Co., New Haven (razor blades) on Oct. 11 began a new series of dramatizations of stories from *True Detective Mysteries magazine* on WGY, Sundays, 4-4:30 p. m. Franklin Bruck Adv. Corp., New York, is agency.

SEVEN-UP DISTRIBUTING Co., St. Louis, Mo. (health beverage), has appointed Beaumont & Hohman Inc., San Francisco, to direct its California advertising, and a spot radio test campaign is contemplated along with other media.

PARAPET Co., San Francisco (cleanser), has appointed Emil Brisacher & Staff, San Francisco, to service its advertising and along with other media, on Oct. 1 started a 13-week test campaign on KJBS, that city, using three spot announcements weekly on the participating *Stamp Club* program. King Extract Co., San Francisco (King Vanilla), has also placed its national advertising with Emil Brisacher & Staff, and is using spot announcements three times weekly on the participating Stamp Club program over KQW, San Jose, Cal., in a 13-week test campaign which started Oct. 1.

Good for Children

MAKING every effort to please their juvenile audiences without offending anxious mothers, two sponsors are submitting all of their radio scripts to child psychologists for approval before broadcasting them. Dr. John Morgan of Northwestern University passes on the Wander Co.'s *Little Orphan Annie* scripts on NBC-Red, while Angelo Patri puts his OK on those of Swift's *Sunbrite Junior Nurse Corps* on CBS.

CHESTER H. LANG, manager of the General Electric Co. publicity department, has been placed in charge of the consolidated advertising sections of the appliance and merchandise departments located at Bridgeport and Cleveland. Mr. Lang also is manager of broadcasting for GE and chairman of the board of the Advertising Federation of America.

HAROLD R. DEAL, advertising and sales promotion manager of the Associated Oil Co. of California, San Francisco, which has pioneered sponsorship of sports broadcasts on the Pacific Coast, was guest of honor and principal speaker at the Oakland (Cal.) Advertising Club on Oct. 27, having for his subject, "Following Through on the Nation's Greatest Radio Advertising Program".

BAKON YEAST Inc., New York (seasoning), radio user, is advertising through Wortman, Barton & Co. Inc., N. Y.

VIVINY PERFUMES Inc., West Haven, Conn. (Swedish Frost cosmetics), contemplating radio, has appointed White-Lowell Co. Inc., New York, as agency.

ALASKA PACKERS Assn., San Francisco (salmon) has placed its account with J. Walter Thompson Co., San Francisco.

CURRIER LABORATORY, Los Angeles (proprietary) has named General Adv. Agency, Los Angeles, as agency.

NATIONAL BISCUIT Co., New York, has appointed Federal Adv. Agency, New York, to service its Wheatsworth account.

POLORIS Co. Inc., New York (Inthol pain relivant) has named Metropolitan Adv. Co. Inc., New York, to handle advertising.

New Spry Tests

LEVER BROS Co., Cambridge, Mass., is running a test campaign for Spry shortening on WBNS, Columbus, and WFEA, Manchester, N. H., using the Lemurian sequences of the *Chandu* serial five days a week.

LOCALLY OWNED—NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

NEHI PLANS DISCS ON 100 STATIONS

NEHI Inc., Columbus, planning an extensive campaign to attain national distribution for its soft drinks, will stage a transcription drive on about 100 stations starting the first of the year.

A series of half-hour programs featuring Jack Dempsey and titled *The Idol of Millions* is being recorded by Jean V. Grombach Inc. A line has been run direct to Dempsey's restaurant in New York for his part as master of ceremonies.

The program will present reenactments of Dempsey's fights and in many cases persons who played parts in his career will participate in the recordings. Kelvin Keech will announce, and well-known fight announcers will handle boxing sequences. Guest stars, sports celebrities and Frank Ventre orchestra will participate.

James A. Greene & Co., Atlanta agency, is directing the advertising campaign and promotion effort, which recently included an address by Dempsey to a Nehi sales meeting in Chicago, wired from Binghamton, N. Y. Grombach Productions Inc. is producing the series. Newspapers, magazines and outdoor media will be included in the campaign.

TRANSCONTINENTAL & Western Air Inc. (TWA Lines), Los Angeles, early in November, contracted with 2GB, Sydney, Australia, for three spots a week, 52 weeks, calling the attention of American-bound Australians to the TWA service from Los Angeles eastward.

Foreign Program Rule Issue in Texas Courts

LITIGATION of first importance insofar as operation of so-called "renegade" stations along the Mexican border are concerned is pending before Federal courts in Texas, and the FCC has dispatched a number of its legal and technical officials there for trial this month.

Constitutionality of Section 352b of the Communcations Act, which provides that programs, whether transcription or by wire, may not be transmitted to stations in other countries without express authority of the FCC, when the programs are designed for reception in the United States, is raised in a proceeding before the U. S. Federal District Court in Houston Oct. 31. The issue was raised by Norman T. Baker, former American broadcaster who now operates XENT, Nuevo Laredo, Mexico, across the border from Laredo, Tex. An indictment against Baker's station was returned last April.

Assistant General Counsel George B. Porter of the FCC is in Houston to assist the United States Attorney in the case.

Should the Houston court uphold the opinion, then a jury trial for Baker and his associates will occur Nov. 9 in Laredo. In addition to Mr. Porter, Andrew D. Ring, assistant chief engineer; William P. Massing, chief of the Constitutionality of Section 325b radio inspectors will be witnesses at the trial. The Communications Act carrier a provision for criminal violations of not more than $10,000 fine or two years imprisonment or both.

KOMO 5000 Watts L.S. NBC Red

SEATTLE WASHINGTON

KJR 5000 Watts NBC Blue

National Representatives — Edward Petry & Company

WHN
THE STATION OF THE STARS

When an advertiser elects to approach the World's Largest Market—Greater New York—through the channels of WHN, he is fortifying his sales message with TRIPLE Showmanship Insurance . . .

The entertainment resources of the giant Metro-Goldwyn-Mayer motion picture studios, WHN Artists' Bureau, and the great chain of Loew's Theatres . . . Showmanship experience as vast as that offered by these three sources spells SALES . . . The services and stars of these three treasure-chests of talent are at the disposal of our advertisers . . . A limited group of choice program periods are still available for the Fall and Winter season . . .

WHN

1540 Broadway, New York City

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

LACO PRODUCTS Inc., New York (cosmetics) on Oct. 20 started *What's On Your Mind* on 12 CBS stations, Tues., Thurs., 1:15-1:30 p. m. Agency: Joseph Katz Co., Baltimore.

NATIONAL JEFFERSONIAN DEMOCRATS, Boston (political) sponsored the second radio address by former Gov. Alfred E. Smith over 21 NBC-Blue network stations and WOR, Newark, on Oct. 31, 8:30-9 p. m. Agency: Publicity Associates, N. Y.

SOCIALIST PARTY, New York (political) on Nov. 1 scheduled for two one-time programs over the NBC-Blue network, the first on 28 stations, 3:15-3:30 p. m., the second, 4:45-5 p. m. on 29 stations.

AXTON-FISHER TOBACCO Co., Louisville (Spud cigarettes) on Nov. 14 starts *Ed Wynn* on 27 NBC-Blue stations, Sat., 8-8:30 p. m. Agency: Young & Rubicam Inc., N. Y.

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS and DENVER
WREN
CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA and ST. JOSEPH

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes) on Nov. 9 starts *Jack Pearl* on 40 NBC-Blue stations, Mon., 9:30-10 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

NUMISMATIC Co., Fort Worth (coins) on Oct. 20 started *Money & Music* on 4 MBS stations (WOR, WLW, WGN, CKLW), Tues., 7:45-8 p. m. Agency: Guenther Bradford & Co., Chicago.

AMERICAN Bank's Cooperative Campaign on Nov. 13 starts *Philadelphia Orchestra* on 33 CBS stations, Fri., 10:30-11 p. m. Agency: Wessel Co., Chicago.

AMERICAN ROLLING MILLS Co., Middletown, O. (sheet iron) on Nov. 29 starts an unannounced program on 26 NBC-Blue stations, Sun., 8-8:30 p. m. Agency: N. W. Ayer & Son, N. Y.

CORN PRODUCTS REFINING Co., New York (Karo, Mazola, etc.) on Nov. 16 starts *Ray Sinatra's Orchestra* on 22 CBS stations, Mon., Wed., Fri., 1-1:15 p. m. Agency: E. W. Hellwig Co., N. Y.

Renewal Accounts

BOWEY'S Inc., Chicago (Dari-Rich milk) on Jan. 5 renews *While The City Sleeps* on 22 NBC-Red stations. Tues., Thurs., 5-5:15 p. m. Agency: Russell C. Comer Adv. Co., Chicago.

WANDER Co., Chicago (Ovaltine) on Nov. 2 renews *Little Orphan Annie* on 29 NBC-Red stations, Mon., thru Fri., 5:45-6 p. m. with repeat 6:45-7 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

WANDER Co., Chicago (Ovaltine) on Oct. 19 renews *Molly of the Movies* on 14 MBS stations (WOR, WGN, WLW, CKLW, WFIL, WAAB, WBAL, WICC, WGR, WSPR, WGAR, WCAE, WEAN, KWK), Mon., thru Fri., 3-3:15 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

Network Changes

PONTIAC MOTOR Co., Pontiac, adds WBT, KLRA, WIBW, KTUL, WBRC, KFBB, to *News Through a Woman's Eye*, on CBS.

MURINE Co. Inc., Chicago (eye wash) postpones debut of *Let's Listen to This* on MBS to Nov. 10.

GENERAL FOODS Corp., New York (Minute Tapioca) on Oct. 18 added WFBC, WCSC to *Stoopnagle & Budd* on NBC-Red.

LAMONT CORLISS Co., New York (Pond's creams) on Oct. 20 added WABY to *Husbands & Wives* on NBC-Blue.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm) on Oct. 23 shifted origination point of *First Nighter* on NBC-Red, to Hollywood.

HEALTH PRODUCTS Corp., Newark, N. J. (Dillard's Aspergum & Feen-A-Mint) on Nov. 22 adds KWK to *National Amateur Night* on MBS and on Jan. 3 adds KFEL, KHJ, KGB, KDB, KFRC.

JOHN MORRELL & Co., Ottumwa (Red Heart Dog Food) on Nov. 6 will shift *Tea Time at Morrell's* to Fri., 4-4:30 p. m., on NBC-Red.

NBC Chronology

(*Continued from page 12*)

the Zeppelin *Hindenburg*. Beginning with a description of the take-off, the program was switched to an announcer on board, and broadcasts continued throughout the flight. The broadcasts included a piano concert while the *Hindenburg* was high over the Atlantic, the first time such a radio feat had ever been attempted.

In June, NBC broadcast the arrival in New York of the *S. S. Queen Mary*, after having presented broadcast from on board all during the maiden voyage. Less than an hour after the ship docked, Commodore Sir Edgar T. Britten, the master, rushed to NBC headquarters to broadcast for American and British listeners history of the trip. Later in June NBC presented an exclusive ringside description of the Louis-Schmeling fight in the Yankee Stadium, New York.

This completes the first six months of the present year. Foreign broadcasts and multiple pick-ups are no longer a novelty, being more in the nature of routine programs, and with reception almost as good as local programs.

C-P-P Uses 82 Stations To Introduce New Soap

COLGATE-PALMOLIVE-PEET Co., Jersey City (concentrated super suds) the week of Oct. 26 launched a series of one-minute live announcements on 82 stations. Announcements are broadcast three to seven time weekly and campaign runs until Nov. 20. Schedule is being used to introduce the new concentrated super-suds just placed on the market.

Stations are WNAC, WENR, WGN, WBBM, WBZ-WBZA, WCSH, WJAR, WTIC, WICC, WORC, WMCA, WINS, WHN, WFBL, WHAM, WGY, WGR, WCAU, KYW, WGBI, WEEU, KDKA, WLEU, WFBR, WRC, WIS, WMAQ, WOWO, WTMJ, WEBC, KSTP, WJR, WTAM, WSPD, WCKY, WFBM, WBNS, WHIO, WHAS, WSB, WAPI, WNOX, WDOD, WRVA, WTAR, WWNC, WBT, WPTF, WJAX, WQAM, WFLA-WSUN, WMC, KLRA, WLAC, WWL, KMBC, WKY, WIBW, KVOO, KFH, KWK, WOW, KSO, KSCJ, WMT, KOA, WFAA-WBAP, WOAI, KPRC, KFRC, KFI, KSFO, KSL, KOL, KGW, KVI, KFPY, KTSM. Benton and Bowles Inc., New York, placed the account.

Florida Citrus Series

FLORIDA CITRUS COMMISSION, Lakeland, Fla. (oranges, grapefruit, tangerines) during the first week of November will start a series of quarter-hour musical programs, three times a week, on some 25 stations in the East. Ruthrauff & Ryan Inc., New York, handles the account.

EVERY BROADCAST ALMOST NATIONAL

BEFORE YOU CONTRACT FOR TIME ON THE AIR GET THE NEW WHAS SURVEY SHOWING THE PROVEN PRIMARY LISTENING AREA DEFINED BY MEASURED GROUND WAVE INTENSITY

WHAS
LOUISVILLE·KENTUCKY
CBS BASIC OUTLET

OWNED AND OPERATED BY THE COURIER-JOURNAL & LOUISVILLE TIMES

★DAY AND NIGHT WHAS SELLS MILLIONS OF BUYERS A TREMENDOUS VOLUME OF MERCHANDISE IN THIS MARKET OF KENTUCKY, INDIANA AND OHIO

REPRESENTED BY EDWARD PETRY & CO.

Hello!
MILTON KIEBLER
Benton & Bowles, Inc.
Here we are again!... but this time in print instead of in person ... telling you the story of WMBD's complete coverage in Peoria and Central Illinois, the prosperous market ... and of the results secured by 295 local and 96 national advertisers. At the first opportunity, send through your contracts and let us show you the same kind of results.
MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

Give the Boys A Bucket Full of Kilowatts . . . . and Lots of Kilocycles! . . but . .

"the determining factor in the size of a station's audience is its program policy, rather than its wattage. The more grade A programs it broadcasts, the larger its habitual audience".

●

A Station that Loyally Serves

its area, becomes a part of its community, and can be depended upon to cooperate with its local audience every day of its existence, will always have and hold the major influence! . . . that's why

WBIG in Greensboro, N.C.
EDNEY RIDGE, Director
is
"The Favorite Station in the Favored Region"

An Announcement

The Management, Personnel and Studios of

WJAY

Have Been United With Those Of

WHK

WJAY now has the latest in modern studio equipment and within a very short time will have a new modern transmitter, located at Seven Hills Village, Cleveland, Ohio.

This consolidation of WHK and WJAY has resulted in one of the finest dual station operations in the United States.

We now have available for national advertisers desirable time at virtually any hour—we suggest immediate reservations.

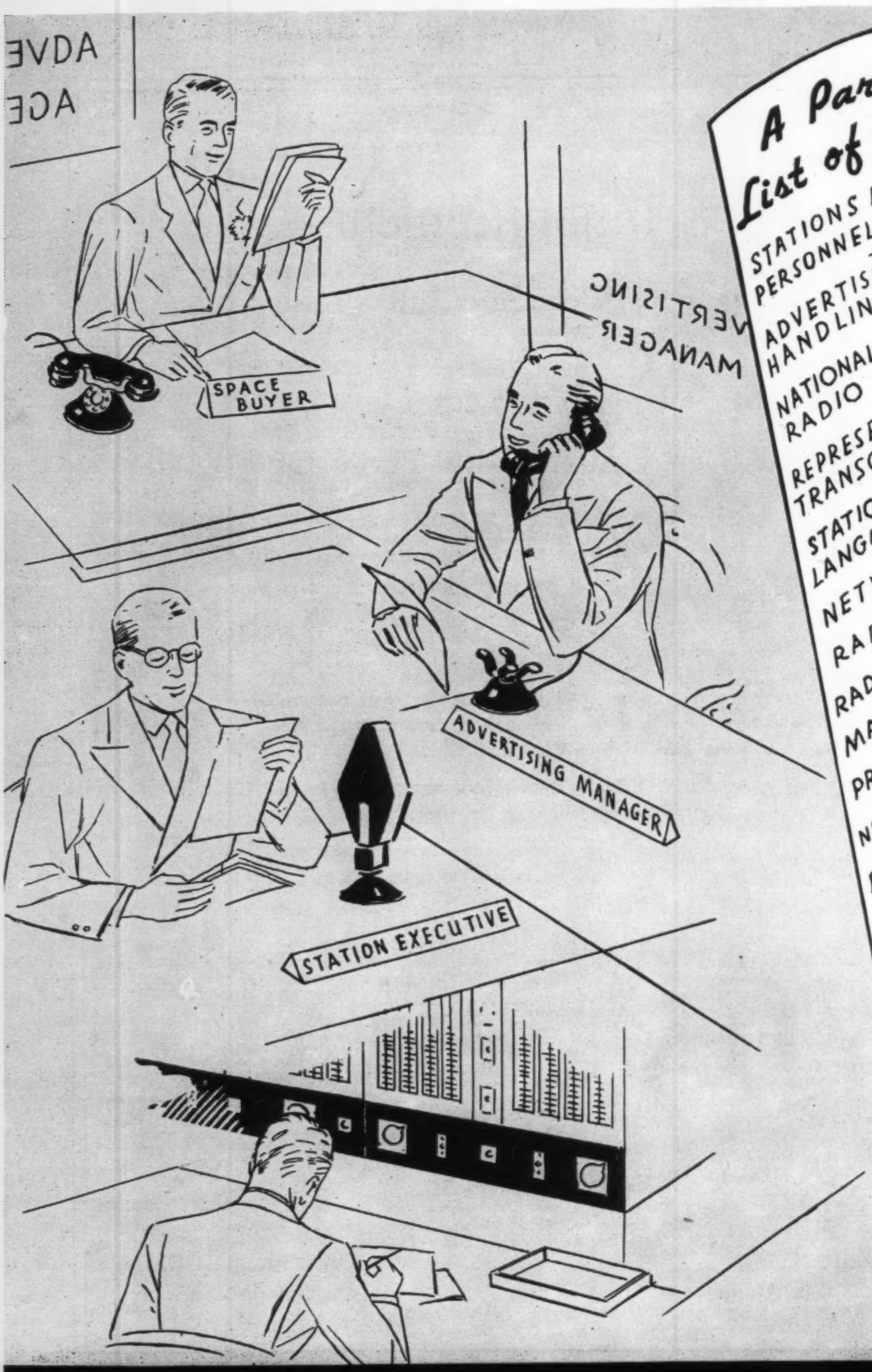
WHK = WJAY

In The City of

CLEVELAND

H. K. CARPENTER,
Vice-President & Gen. Manager

C. A. McLAUGHLIN,
Sales Manager



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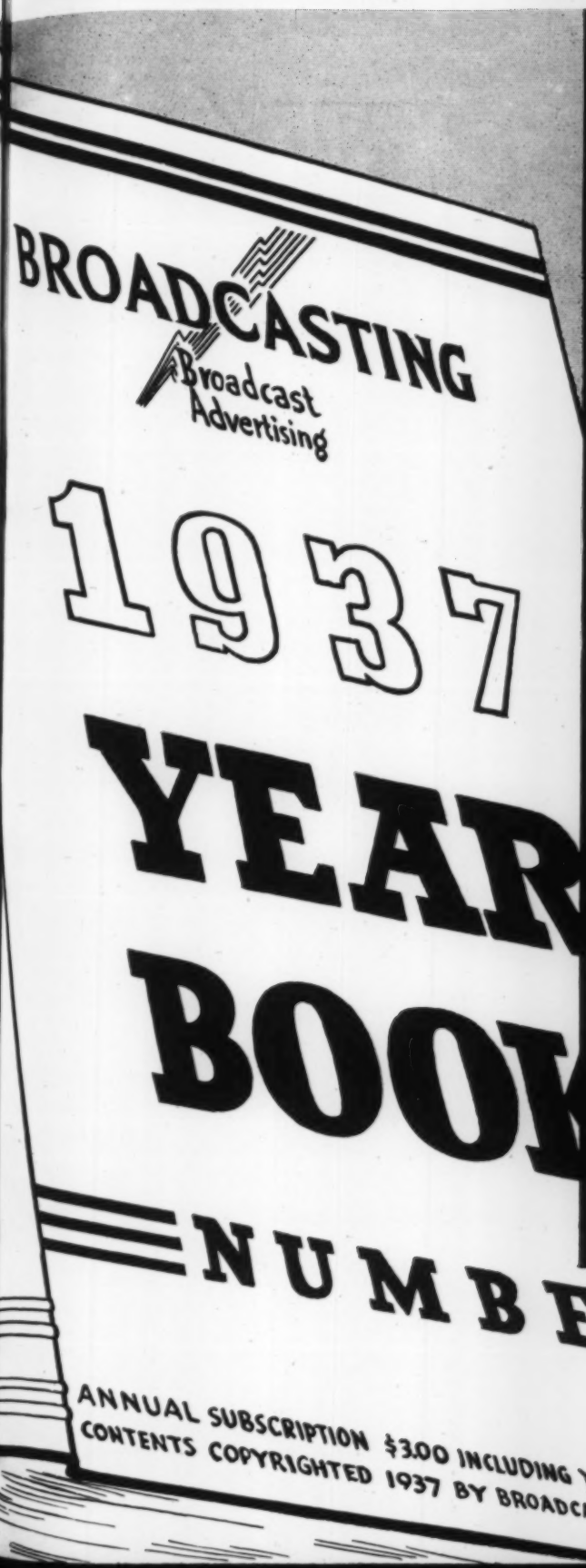


Thousands of questions, arising daily in the routine of advertising managers, agency executives, station operators, technicians and others identified with broadcasting as a business and art, will be answered in the 1937 YEAR BOOK Number of broadcasting and broadcast advertising — indexed and cross-indexed.

Your advertising message in this important issue will reach every element in the radio broadcasting industry.

MAKE YOUR RESERVATIONS TODAY!

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BUILDING
WASHINGTON D.C.

Final Advertising Forms Close December 15, 1936

for Effective Promotion!

The Other Fellow's Viewpoint . . .

Agencies and Discounts

To the Editor of BROADCASTING:

One of our clients has a number of five-times a week 15-minute programs on the air. Some of these programs are network only, some are transcription only, and others are a combination of the two.

Many factors determine the method and extent of coverage used for each of these programs.

This results in our client using on many stations one or more 15-minute daytime programs, five days a week, via electrical transcriptions.

Where we have such a five-time a week program we use a total of 260 broadcasts a year. Where we have two such programs on a station we use a total of 520 broadcasts a year.

While the great majority of stations have discounts up to 300 or more broadcasts a year, a certain few are operating on rate cards which provide no discounts beyond 52 broadcasts a year. We are asking all those stations with whom we do business, whose maximum discount is based on fewer than 300 broadcasts a year, to establish a sliding scale in line with the practice of the majority of stations.

In one way or another all of the principal networks and the great majority of the stations of the country individually recognize this as a sound principle by establishing a rate structure which gives the advertiser using a multiplicity of broadcasts a better rate than the advertiser who uses relatively fewer broadcasts.

Somewhere back during the years of radio's infancy as a vehicle for commercial broadcasting, the very nature of the medium apparently made it impossible to accept broadcasts of less frequency than once a week. As a result, the industry has adopted a rate structure (and wisely, I believe) which requires weekly broadcasts. This puts radio as an advertising medium on a different basis than either magazines or newspapers. In the latter media an advertiser can use as much or as little space as he wishes in a single issue without regard to what, if any, space he uses in subsequent issues.

To compensate the advertiser for this required frequency of insertion the radio industry adopted a sliding scale on the basis of more insertions used within a year the greater the discount, with most of them fixing 300 broadcasts a year for their maximum discount.

We believe that for radio broadcasting such a rate basis is sound and just. In the case of the relatively few stations who do not have a 300 time discount, and which our client patronizes to that extent or more, we are asking that they establish such a discount basis.

We believe that the success of the radio industry as a whole has justified the rate structure which exists in the majority of cases, and that it is to the interest of those stations not having such a discount to adopt it.

LEONARD T. BUSH,
Secretary-Treasurer
Blackman Advertising Inc.

Oct. 24, 1936

WOL

FIRST among local stations in the United States in Total Business.

Washington, D. C.

Mr. Evans Objects

To the Editor of BROADCASTING:

In the Oct. 15 issue of BROADCASTING you give an excellent review of the viewpoint of education as expressed at the recent reallocation hearings. I appreciate this and wish to commend you for it.

Unfortunately you preface the review with an introduction of me which creates a very false impression. I cannot ignore this as I have overlooked similar misrepresentations previously because in this case you are not only giving an erroneous impression of my own convictions but you are also opening the way for a misunderstanding of the position of the National Committee on Education by Radio which I represented officially at the hearing.

The specific error occurs in your reference to the *Ventura Free Press*. I have no objection to your connecting me with that paper because the relationship was entirely respectable. I do object, however, to the assertion that the *Free Press* was "one of the foremost proponents of government ownership." That statement is false. H. O. Davis, publisher of the *Free Press* during the period of my connection with it, is absolutely opposed to government ownership, as I am. The only condition under which government ownership would be acceptable to either of us would be as an alternative to a private monopoly towards which many people believe the present broadcasting system is headed.

What Mr. Davis and I do believe is that the present system of broadcasting is unsound. We want to see that unsoundness eliminated. We hope the issue can be kept free from such confusion as your reference to government ownership injects. Therefore I must request that you correct in your columns the erroneous impression created by the reference to government ownership.

S. HOWARD EVANS, *Secretary*,
National Committee on
Education by Radio
New York City

Oct. 20, 1936

EDITOR'S NOTE—The past attitude of Mr. Evans and statements published and widely circulated by the *Ventura* (Cal.) *Free-Press* are matters of record too well-known to practically every one in the field of radio and the press to be reopened for argument again. That Mr. Evans is now opposed to government ownership, we are gratified to learn.

For Posterity

THE 1935 Yearbook of BROADCASTING was placed in the cornerstone along with other papers at the dedication of the new West Orange, N. J. municipal building on Oct. 31. It was selected because of its Chronology of Radio.

FOCUSED ATTENTION!

all year round

Maybe it DOES take a presidential campaign to arouse interest in Terre Haute from Key West, Halifax, Yankton, and Nome—enough to start every news commentator discussing some of the election campaign activities on WBOW—enough to give every cross-roads in the land something to talk about.

But, in the Wabash Valley, attention is focused every day on WBOW. People who live in this resourceful area of the Middle West, long have known that each sunrise will bring something from Terre Haute's radio station that will interest them.

Recent survey shows that 72.2 per cent of the families in the Wabash Valley listen to WBOW every day. Seventeen hours a day—all year 'round—and not just passing incidents at election time—make it possible for us to build such a record audience.
That's why WBOW SELLS!

W. W. Behrman
Director
Terre Haute, Indiana

Member Affiliated Broadcasting Company

National Representatives
FURGASON and ASTON
Chicago Detroit New York

250 WATTS

WBOW

on the banks of the Wabash

1310 KILOCYCLES

EQUIPMENT

WORK on the new transmitter of KSTP, St. Paul, is under way. The station expects to be on the air with the new installation early in November. Its features include: A 363-foot vertical uniform cross-section antenna, which will replace the present 168-foot self-supporting tower; an extensive trouble supervisory system; installation of a 1,000-watt auxiliary transmitter for emergency use; inclusion of room for additional transmitters. The new transmitter will be centrally located between the two cities, about two miles outside the St. Paul city limits. The elaborate trouble-supervisory system was designed by Hector Skifter, technical supervisor, and Lester H. Carr, chief engineer. The installation includes direct supervision of all circuits and equipment. In addition, a new 1,000-watt auxiliary transmitter, powered by a gasoline-driven alternator, will be installed.

KMA, Shenandoah, Ia., is installing a new RCA 5 kw. transmitter and Truscon antenna as part of a $100,000 construction program which includes new studios, studio equipment and other apparatus.

WKRC, Cincinnati, has purchased a Remler remote amplifier and RCA velocity microphones for use at the Cincinnati Conservatory of Music, where symphony programs are fed to CBS.

ROCKE INTERNATIONAL ELECTRIC Corp., New York, announces formation of U. S. Transmitter Corp., manufacturing all types of communication apparatus for the government and export market. Transmitters, receivers and amplifiers now are being manufactured at their new plant, 75 Crosby St., New York. A. Pleasanton, formerly of the Marine Radio Co., is plant manager. Frank Edmonds, formerly of Meissner and United Transformer Corp., is chief engineer.

RCA MFG. Co., Camden, N. J., announces development of a triamplifier, No. 58A, which provides complete three-channel preamplification, mixing and switching and simplifies speech input assemblies for high-fidelity. A bulletin covering the triamplifier has been issued. Also published by RCA are bulletins covering new speech input equipment and the 74A junior velocity microphone.

TYPE 350A crystal oscillator and buffer amplifier with temperature control has been announced by Premier Crystal Laboratories Inc., New York, in a new bulletin.

EXCAVATION has been completed and work started on the building to house the new studios of WKRC, Cincinnati. Work is to be completed by the first of the year.

WJRD, new station in Tuscaloosa, Ala., is on the air with a quarter-wave vertical antenna designed and constructed by J. G. Cobble, chief engineer of WMFO, Decatur, Ala. Astatic crystal microphones and pick-up equipment are used.

BRUNO LABORATORIES Inc., announces its removal from 20 W. 22nd St. to new quarters at 30 W. 15th St., New York City. The company thus combines under one roof the various activities of the laboratories, but retains its laboratories at Peterboro, N. J.

COMMERCIAL RADIO EQUIPMENT Co., Kansas City, has moved into new and larger quarters at 216 E. 74th St.

These National Advertisers Getting Results on WJBY This Month:

Standard Oil Co.; Rexall Drug Stores; Chattanooga Medicine Co.; White Wonder Co; Carter's Little Liver Pills; BC; Chevrolet Co.

WJBY — Gadsden, Alabama

Swallows on Air

THE ANNUAL flight of the swallows from San Juan Capistrano Mission in Southern California was again broadcast over NBC with Clinton Twiss announcing the birds' preparations Oct. 22 and their exodus Oct. 23. The birds arrive at the missien annually on March 19, St. Joseph's Day, and fly across the Pacific each year on St. John's Day, Oct. 23.

WABY, Albany dedicates its new transmitter plant Nov. 1, with a formal ceremony to be participated in by officials of five surrounding cities and by Governor Lehman of New York. General offices are maintained in the Ten Eyck Hotel, Albany, with studios in the Strand Theatre building. The new 100-watt transmitter station is located just outside the Albany city limits, occupying a model Cape Cod type cottage.

CLYDE E. BAKER, chief engineer of WMC and WNBR, Memphis, went to Boston where he made an inspection of broadcast equipment of John Shepard 3d to study the system of feeding two transmitters into one antenna and the use of an ultra-high frequency antenna atop a regular antenna to widen coverage.

WTCN, Minneapolis, about Nov. 1 will begin operating with its new 329-foot vertical Blaw-Knox radiator, replacing its former tower which was demolished in a 100-mile gale last August. The installation was supervised by John M. Sherman, WTCN technical director.

KFJM, Grand Forks, N. D., is installing a new Collins Radio Co. 1,000-watt transmitter, and will shortly begin operating with 1,000 watts day and 500 watts night. A 165-foot vertical radiator of fabricated wood construction has been erected.

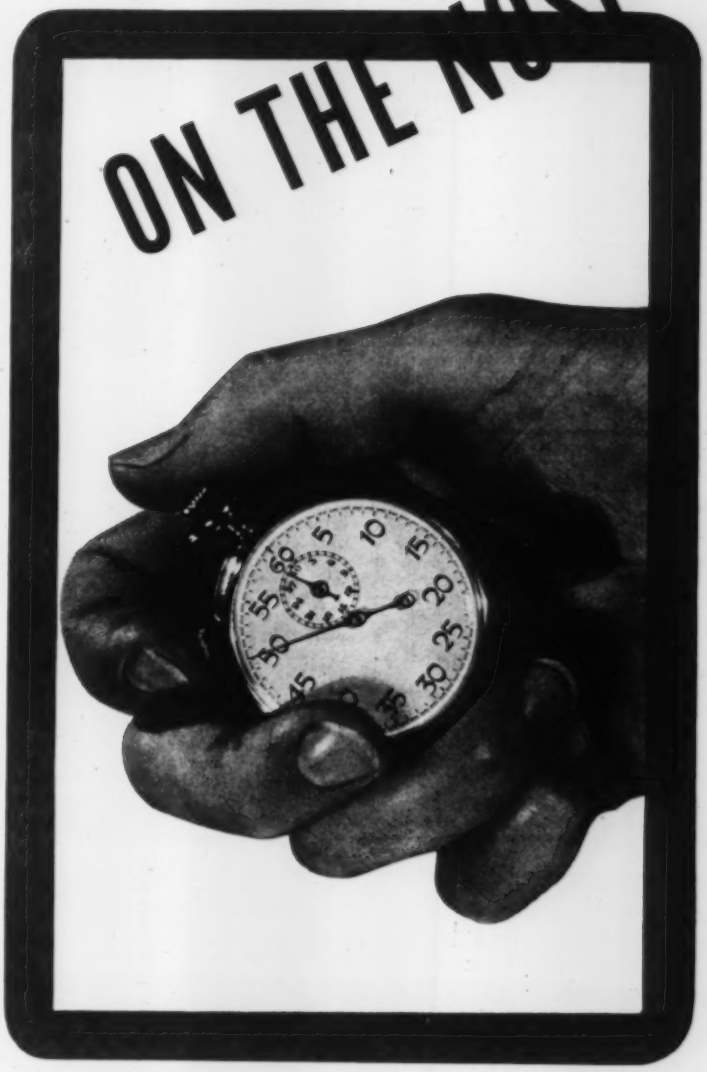
UNIVERSAL MICROPHONE Co., Inglewood, Cal., on Nov. 1, issued a four-page illustrated instruction sheet for its new portable recording machine and, at the same time, announced a price reduction for its line of professional black recording discs.

WDSU, New Orleans, has placed in service its new Western Electric high-fidelity transmitter. Installation was completed Oct. 20 by Bell Laboratories.

KARK, Little Rock, Ark., is constructing a new transmitting plant and vertical radiator, and expects to join the NBC-Blue network when lines are extended to include KGKO, Wichita Falls, now being moved to Fort Worth.

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request
PLAYBACK NEEDLES
STEEL CUTTING NEEDLES
Manufactured by
W. H. Bagshaw Co.
Lowell, Mass.
Distributed by
H. W. Acton Co., Inc.
370 Seventh Ave., N. Y. City



WATCHFUL eyes see the second-hand move into the closing minutes of any network broadcast. "On the nose" is good news.

In telephone offices through the country, eyes are on the time . . . ears are cocked for a pre-arranged cue. Equipment and trained men in 65 centers stand by to send programs over various routes, in all directions, to different radio stations. In addition, there are hundreds of telephone offices where, at special telephone panels, technicians test, adjust, monitor, and rearrange broadcast networks.

The telephone laboratories have developed special facilities to guard every syllable and every sound of a radio program. In this and many other ways the telephone industry has contributed to the rapid progress of radio.

BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

Windup of the Election Campaign

(*Continued from page 9*)

night, Oct. 22, the Rev. Gerald L. K. Smith, who calls himself heir to the Huey Long share-the-wealth movement, was attacked by three men who broke into the studio of WDSU, New Orleans, after he had finished a radio talk. There was a short scuffle, and the intruders fled without doing Mr. Smith any great harm.

Then, on the night of Oct. 23, a mob of some 200 men entered KXO, El Centro, Cal., in the Imperial Valley where strike trouble has been rampant, and beat up E. L. Richardson, Communist candidate for Congress, while he was broadcasting. Much of the station's mechanical apparatus was wrecked by the invaders, who fired some shots into the equipment, and Richardson was badly beaten and driven out of town.

The Vandenberg Affair

SENATOR VANDENBERG'S speech, delivered at the Medinah Athletic Club, Chicago, the night of Oct. 17, was shrouded with deep secrecy before he made it, with the G. O. P. radio headquarters making much ado about their "new technique" but declining to divulge its details to anyone. From the best available sources, the situation reconstructs itself as follows:

Senator Vandenberg, whose word is not disputed on any hand, asserted he was informed beforehand that the use of phonograph records or transcriptions violated neither federal law nor network rules. H. Leslie Atlass, CBS Chicago vice president, asserted that he learned only 10 minutes before the Senator was to go on the air that the CBS policy against transcribed programs was to be violated. The Republicans use their own engineers and pickup devices, and have been doing so throughout the campaign.

Unable to dissuade those in charge of the broadcast, Mr. Atlass ruled it should not go on the air and ordered an announcement to that effect. Meanwhile, he contacted New York and just before the scheduled time of the Michigan Senator's speech it was decided to allow the broadcast to proceed. Thus the announcement from Chicago that the speech would not be carried was immediately succeeded by the speech itself.

Voice From the Past

ORIGINAL recordings of President Roosevelt's inaugural address, from which Senator Vandenberg took excerpts for his Chicago broadcast of Oct. 17, were furnished by the Republican National Committee by Gennett Record, Richmond, Ind., which points out that they were taken from Gennett's extensive library of historical recordings. Gennett places its off-the-air recordings on 16-inch discs for 33⅓ r.p.m. turntables, and its library includes most of the major political speeches of the current campaign as well as speeches by Herbert Hoover, Huey Long and William Jennings Bryan, among others.

Before Mr. Atlass could flash word to master control in New York, WABC and some 20 stations of the 66-station network controlled from New York were cut off. The rest carried the address, and, according to reliable reports, some of the eastern stations also got it but plugged in late.

The cry of partisanship on the part of the network was immediately raised, and streamer headlines featured the story in the metropolitan press the next day. Republican leaders charged censorship and partisanship, and it was asserted CBS acted under the fear of Washington where the FCC issues station licenses for only six months. They demanded a repeat for the program but Mr. Klauber, announcing that CBS would cancel the charge for the broadcast, declined to permit it, stating that CBS has always refused to broadcast phonograph records or transcriptions on the network. Mr. Klauber added that he felt "no issue of free speech" was involved but insisted the network, believing its transcription policy right, would not allow any speaker or any party to dramatize or simulate voices.

A "New Technique"

THE Republicans, notably Mr. Blackett, were quoted in the press at length as insisting no rules were violated and that CBS acted under fear of reprisals from the administration. Confident of their "new technique", which simply consisted of excerpting portions of the President's recorded utterances and having Senator Vandenberg answer them, they pointed out that WGN, Chicago, had carried the program and, placing the entire colloquy on transcriptions, immediately proceeded to buy time locally for spot broadcasts.

Never one to overlook an opportunity for publicity, Telegraph Commissioner Payne immediately after the event occurred made public a telegram he said he had received from Ralph Beaver Strassburger, Pennsylvania publisher, in which Mr. Strassburger charged the use of recordings was a "flagrant attempt to deceive the public into thinking that an actual debate was in progress." Mr. Payne then received a telegram from Mr. Vandenberg in which the Senator denied anything "unethical or disrespectful" to the President was broadcast and in which he stated that "the incident is closed so far as I am concerned."

Three nights later Mr. Vandenberg went on the air from Wilmington, Del., again using a CBS network, and in the course of a political address declared the new technique he used will "become standard practice in years to come." Senator Vandenberg denied that anything had been done or said to deceive the public into thinking the President himself was speaking, and he added:

"I can understand the nervous perturbation of a radio station which must answer for its life to Washington beaureaucracy every six months in the presence of a sudden decision such as had to be made last Saturday night, and I do not complain. But I cannot understand a radio commissioner in Washington who hastens to condemn my broadcast without ever having heard a word of it, while at the same time his Commission orders all radio stations to carry the voice of the Communist candidate for President of the United States."

A complete transcript of the entire broadcast was then requested by Mr. Payne and delivered by CBS, and it was announced officially at the FCC that all of the data had been turned over to the Broadcast Division, which would conduct its own inquiry. (See page 87.)

Rejected by Al Smith

AFTER the heat of the affray had cooled somewhat, it was learned that the same technique idea had been offered to Al Smith for his first anti-New Deal broadcast from Carnegie Hall in September but that he had rejected it as undignified. It was also announced by Harry C. Butcher, CBS Washington vice president, that Chairman Anning S. Prall of the FCC had made a recording of a speech to be delivered over CBS during a program saluting KTSA, San Antonio, when he discovered that it would not be convenient to go to the studio the night of Oct. 4 but that the transcription had been

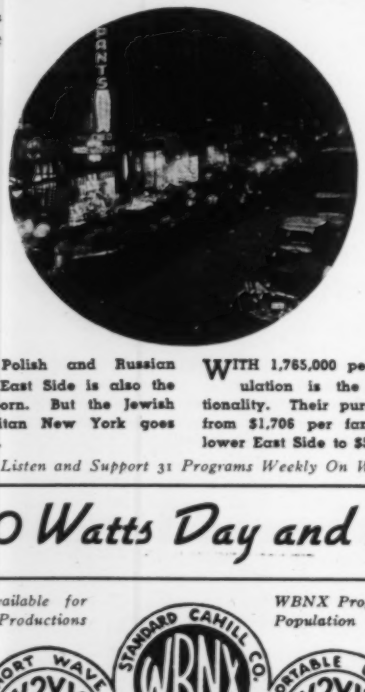
Record Piano Music at 33⅓ R.P.M.

with UNIVERSAL
Professional Recording Machine

New, improved design—Superlative performance—Solid, heavy—Precision machined—16-in. distortion proof turntable disc—Constant speed rim drive—110-volt AC 100% synchronous reversible motor—Individually calibrated timing bar provides for both 33⅓ and 78 r.p.m. at 90, 110 and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane Inglewood, Calif., U.S.A.

No. 2 of a Series On the New York Market



LOWER EAST SIDE, only 1.72 square miles, but larger in population than St. Paul, Minn.

PREDOMINANTLY Polish and Russian Jews, the lower East Side is also the mecca of foreign born. But the Jewish market of metropolitan New York goes considerably further.

WITH 1,765,000 people, the Jewish population is the largest ranking nationality. Their purchasing power varies from $1,706 per family per year in the lower East Side to $5,728 in other sections.

They Listen and Support 31 Programs Weekly On WBNX!

1,000 Watts Day and Night

Assisting Staff Available for Foreign Language Productions

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

A NEW APPROACH TO THE NEW YORK MARKET

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH

rejected as contrary to the network's rules. "The chairman made no complaint," said a CBS statement, which pointed out that "the fact that Columbia barred a recording by the Democratic chairman of the FCC would hardly seem to support published inferences that our action in the face of Senator Vandenberg was dictated by fear of either the Democratic Administration or the FCC."

From Chicago headquarters of the G. O. P. radio division, the denial came unofficially that Mr. Atlass was not notified of the transcriptions until 10 minutes before the broadcast. It was stated that the G. O. P. radiomen did not want their idea discovered by the Democrats in time for the Democrats to buy up the preceding half-hour and thus "spoil the show". Mr. Blackett, it was said, tried for two days to get in touch with William S. Paley, CBS president, but was unable to do so. It was claimed he told Mr. Atlass about the plan over the telephone a half-hour before the broadcast, and it was alleged Mr. Atlass then called New York and thereupon decided not to carry the program. This, however, does not square with the official account as given out by the CBS Chicago offices.

For the most part, transcriptions of the Vandenberg broadcast were being offered during the last 10 days free to stations that would accept it but time was being bought for it on other stations. One of the first stations to get the account was WOL, Washington, whose manager, William B. Dolph, is radio director of the Democratic National Committee. WOL carried the transcription the night of Oct. 25.

Senator Vandenberg did most of the speaking; the recorded voice of President Roosevelt probably did not consume more than five minutes in all out of the 30-minute broadcast.

When the G.O.P. offered the entire "debate" on a spot basis to various stations the following week, the transcriptions omitted the Pratt portions, presumably because the Republican radio managers assumed the stations themselves would make the requisite announcement that it was a mechanical reproduction. WGN, Chicago, which independently carried the Oct. 17 broadcast which CBS had cut off, repeated it again from transcriptions the following Saturday night. Among other stations which carried the transcribed version were WOR and WMCA in New York and WOL, Washington. WOL is managed by William B. Dolph, who also is radio director of the Democratic National Committee. Mr. Dolph made certain that his listeners would not get the impression that the President was actually debating with the Senator by having the following announcement carried before the broadcast of the half-hour disc:

Certain radio interests have occasionally been accused of partisanship in the present political campaign. WOL does not agree that there are real merits to such accusations, for it has been our observation that the broadcasters as a whole have leaned over backward to accommodate all sides. Last week a considerable furore was aroused over the refusal, later withdrawn, of one of the networks to carry a program sponsored by the Republican National Committee with Senator Arthur H. Vandenberg as the speaker. This program employed what the Republicans describe as a new technique in broadcasting, for it consists of a colloquy between Senator Vandenberg and President Roosevelt—with the President's voice dubbed, as we radio people term it, off recordings of his inaugural address and other speeches.

Much ado has been made of the fact that the introduction to Senator Vandenberg's radio speech did not make clear that President Roosevelt is not actually speaking in person but is speaking from recordings. We doubt whether any actual deceit was intended, for it must be manifest to any intelligent listener that President Roosevelt would not engage in any excerpted debate such as this.

While WOL does not impose any prohibitions on the broadcasting of recordings or electrical transcriptions, it does believe in complete freedom of expression on the air. More than that, it believes in remaining nonpartisan in any political campaign and its facilities are available for all legally qualified candidates for office, as required by law, and for their spokesmen.

In this spirit of non-partisanship, WOL offers a half-hour broadcast of an electrical transcription of the so-called "Roosevelt-Vandenberg" debate under the sponsorship of the Republican National Committee, which is paying our regular commercial rates for this time. WOL wishes to make it clear, that this is an electrical transcription and the voice of President Roosevelt is produced from recordings. WOL's presentation offers a transcription of Senator Vandenberg's actual voice and President Roosevelt's recorded voice.

President's Voice

(*Continued from page 9*)

in person. Through the miracle of science his voice has been preserved. Therefore, whenever you hear him talk again during this broadcast it will be his own actual voice, taken from the air in 1932 and 1933 at the time his statements were made and brought to you tonight in this most unusual radio program. I now turn the microphone back to you, Senator Vandenberg.

It is the contention of the G.O.P. that Mr. Pratt's statement, certainly the second, made it quite clear that recordings were being used. Throughout the "debate",

Sunsol in New England

SUNSOL PRODUCTS Co., Chattanooga (Sunsol tasteless cod liver oil), is using one-minute announcements, daily except Sunday, on WBZ, WBZA, WTIC, WELI, WICC. Agency: Vanderbie & Rubens Inc., Chicago.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

CRASHING THROUGH!

Into a "ready-to-buy" FARM MARKET

KMA carries your sales message straight to an audience of almost exclusive farm and rural community listeners in Iowa, Missouri, Kansas and Nebraska.

This large, "ready-to-buy" audience may be yours at the stroke of a pen.

Full Time
New RCA TRANSMITTER
New RCA STUDIO EQUIPMENT
New 488 FT. VERTICAL RADIATOR

KMA The Earl May Station SHENANDOAH, IA.

Toledo's Most Popular Radio Feature

is now open for sponsorship

◆

"SIDEWALK INTERVIEWS"

The national account which sponsors "Sidewalk Interviews" will move into a ready made audience. This popular program is the talk of Toledo and Northwestern Ohio, and pulls mail from some 38 cities in our major market. Sidewalk Interviews is broadcast daily over WSPD at 12:45 p. m., Monday through Friday, and simply "smacks" of human interest. This program has a proven audience in Northwestern Ohio and Southern Michigan, and is a "natural" for the account which has national distribution.

Wire or write WSPD for full particulars

Toledo and its major market is a valuable one to any national account, and Toledo's only radio station, WSPD, covers this market thoroughly.

◆

WSPD
Toledo, Ohio
National Representative
JOHN BLAIR & CO.
NEW YORK SAN FRANCISCO
CHICAGO DETROIT

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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There is no substitute for experience

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"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

W. P. Hilliard Co.
Radio Transmission Equipment
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725 Noyes St. Phone Univ. 1419
Evanston, Ill.

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
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HERBERT L. WILSON
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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1936.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personally appeared F. Gaither Taylor, who, having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.

Editor — SOL TAISHOFF, Washington, D. C.

Managing Editor — J. FRANK BEATTY, Silver Spring, Md.

Business Manager — F. GAITHER TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

F. GAITHER TAYLOR.

Sworn to and subscribed before me this 2nd day of October, 1936.

JULIE M. MAYER,
(Seal) *Notary Public.*
(My commission expires July 15, 1941.)

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted: Experienced radio time salesman with successful record for regional network station. Liveable drawing account against commission. Station will give salesman several active accounts to start. Give full particulars first letter. WKZO, Kalamazoo, Michigigan.

Experienced salesman for network station in city fifty thousand. Must have outstanding record of productivity, good references. Airmail photo, complete personal information, stations where employed, minimum starting salary. Box 568, BROADCASTING.

Situations Wanted

Experienced Engineer-Announcer desires connection; College degrees; First class licenses. Box 572, BROADCASTING.

Sales Manager affiliated network station four years desires change. Past sales record best recommendation. Prefer locate in South. Now employed; can furnish good references. Box 571, BROADCASTING.

Program Director. Experience in Continuity Writing, Publicity Directing, Announcing. Years experience on Networks and Independent Stations. Now employed. College education. Total abstainer. Box 570, BROADCASTING.

Engineer with 8 years experience, qualified for Design and Construction of all broadcasting equipment, including High Fidelity Speech and Remote Short Wave Pickup apparatus. Four years announcing. Desire position with aggressively managed station. Box 569, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

Station Brokers

Our brokerage service speeds the sale and purchase of radio stations. No advance fees. Confidential negotiations. L. Parker Likely, Pres.

Radio Investment Company
Times Bldg. Times Square New York

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

One Western Electric 6-B Transmitter for sale, complete with motor generators and spare armatures, two sets of tubes and special insulating base for generators made by Johns Manville. Excellent condition. Price $2500. Also one Hammarlund Comet Pro Receiver with crystal filter, $50. Address: W. E. Hudson, Station WAVE, Brown Hotel, Louisville, Kentucky.

RADIO STATION WFLA
STUDIOS TAMPA • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME
N B C AFFILIATE

CBS Is Absolved In Vandenberg Case

THAT CBS was within its legal rights in cutting off Senator Vandenberg's now famous Oct. 17 speech "debating" with recorded excerpts of President Roosevelt's voice, was the official opinion expressed by the FCC in a letter made public Oct. 29 by John B. Reynolds, acting secretary in reply to protests of "censorship" by one W. R. Church, New York City. The FCC found that the Senator, not being himself a candidate for public office, could not claim rights under the "equal opportunity" clause of the radio act. The FCC reply stated, in part:

In reply, you are advised that the selection and arrangement of broadcast programs in the public interest is a duty which the Communications Act of 1934 places solely upon the licensees of the respective broadcast stations, and the matter of whether it will broadcast mechanical reproduction is, therefore, a question for the decision of each station licensee. If mechanical reproductions are used, however, they are required to be announced as such in accordance with the Commission's Rule 176.

Section 3(h) of the Communications Act of 1934 provides that a person "engaged in radio broadcasting shall not, in so far as such person is so engaged, be deemed a common carrier". It follows, therefore, that a broadcast station is not under a public utility obligation to accept all program material offered and the Commission has no authority to direct a station to accept any specific program. The only exception to this rule is contained in Section 315 of the Communications Act of 1934 * * * [Here follows the section dealing with equal opportunity for candidates.]

Since Senator Vandenberg was not a candidate for public office, the broadcasting of his speech does not appear to come within the provisions of Section 315 of the Act, and the station was under no compulsion of law to permit the broadcast of his address.

Neither the Communications Act of 1934 nor the Rules and Regulations of the Commission prohibit the use of mechanical reproductions on broadcast programs, and Section 326 of the Act expressly denies to the Commission any power of censorship over the radio communications or signals transmitted by any radio station. It provides further that no regulations or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

I am sure you will appreciate that since the station was under no compulsion of law to broadcast the speech, and the Commission has no power to compel it to do so or to take the station to task for cutting the program in question the Commission can take no action upon your protest.

IN THE CONTROL ROOM

WALTER WIDLAR, formerly of WGAR, Cleveland, on Nov. 1 joins WJAY, Cleveland, as control engineer.

ART TOPP, sound effects man at WBBM, Chicago, was married Oct. 17 to Miss Rose Kuzma.

STANLEY LUCAS, formerly chief engineer of KFYR, Bismarck, N. D., has joined the engineering staff of WTCN, Minneapolis.

HARRY SEILS, formerly chief engineer of WNAX, Yankton, S. D., has joined the engineering staff of KSTP, St. Paul. He was succeeded at WNAX by Clifton Todd, chief operator.

E. H. CARTER, formerly with KLZ, Denver, and lately doing theatre sound installations for RCA Victor Co., has joined the new KOBH, Rapid City, S. D., as chief engineer.

FLOYD JONES, formerly of WFBM, Indianapolis, and George Wilson have joined the engineering staff of WKRC, Cincinnati.

H. W. HOLT, chief engineer of WSPR, Springfield, Mass., is the father of a baby girl born in October.

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WRITE FOR BULLETIN NO. B-14

COMMERCIAL RADIO EQUIPMENT CO.

216 EAST 74th STREET KANSAS CITY, MO.

Election

FLASH!

IT'S IN THE BAG for the party that controls the electoral votes in these doubtful key areas—How's *your* campaign coming? You can win hands down if you can swing these important markets—and you can!

WOR Area

WOR area—Lots of voters here—don't know how many. You wouldn't care anyway—but you would be interested in the fact that they and their families eat almost a fourth of all the food consumed in the U. S.

DON LEE SYSTEM Area

DON LEE SYSTEM area—The Golden Group covers a doubtful state in the election but a sure shot in sales and a billion and a half dollar market. And that's a lot of money even in Hollywood!

MICHIGAN RADIO NETWORK Area

MICHIGAN NETWORK area means most of the best of Michigan. My, but wouldn't Mr. Hamilton or Mr. Farley like to be as sure of this state as you can be, if you get the idea. Programs, ideas, merchandising, stations — it's a neat package.

WIRE Area

WIRE area — the Heart of Indiana! Those Hoosiers are individualists. It's hard to tell how they'll vote. But we can tell you what station they listen to—"Plug" Kendrick takes care of that.

WILLIAM G. RAMBEAU CO.

Radio's First Special Representatives

CHICAGO

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

OCTOBER 13 TO OCTOBER 30, INCLUSIVE

Decisions . . .

OCTOBER 13

(Summarized in Oct. 15 issue of BROADCASTING)

APPLICATIONS GRANTED:

WMC, Memphis—License for CP directional antenna increase 2½ to 5 kw D, move trans. locally.

WJAY, Cleveland—CP move trans. locally, vert. radiator, new equip.

KOBH, Rapid City, S. D.—Modif. CP re equip.

WDWS, Champaign, Ill. — Modif. CP trans., studio sites, equip., antenna, amended to correct trans. site.

KRMD, Shreveport, La. — CP change equip., vert. radiator, increase 100 to 250 w D 1310 kc.

KMO, Tacoma—CP vert. radiator, increase 250 w to 1 kw.

WTMV, E. St. Louis, Ill.—Amended CP new equip., increase to 250 w D.

WKBN, Youngstown—CP move trans. site locally, vert. radiator.

SET FOR HEARING—NEW, Daily News Corp., St. Paul, CP 580 kc 1 kw D; NEW Walter H. McGenty, Rice Lake, Wis., CP 1210 kc 250 w D; NEW, WRBC Inc., Cleveland, CP 950 kc 1 kw unltd. directional; NEW, Trenton Times, Trenton, N. J., CP 3 synchronized stations 1570 kc 250 w unltd., also booster trans. at Burlington and Princeton; WNBC, New Britain, Conn., CP directional antenna increase power, hours; WHAT, Philadelphia, amended CP directional antenna, change 1310 to 1220 kc, increase 100 w to 1 kw, change time to unltd.; KOOS, Marshfield, Ore., mod. CP 250 w D to unltd.; NEW, Sharon Herald Brdcstg. Co., Sharon, Pa., CP 780 kc 250 w D; WBNS, Columbus, CP increase 500 w to 1 kw N 5 kw D; WBTO, Cumberland, Md., increase 250 w D to unltd; WKZO, Kalamazoo, Mich., mod. license D to LS Omaha; NEW, Vancouver Brdcstg. Co., Vancouver, Wash., CP 1500 kc 100 w D; WEDC, Chicago, change spec. hours.

ACTION ON EXAMINERS' REPORTS:

NEW, Robert K. Herbst, Moorhead, Minn.—Granted CP 1310 kc 100 w D unltd., Sh.-N Roberts MacNab Co., sustaining Examiner Seward in part.

NEW, Roberts MacNab Co., Jamestown, N. D.—Granted CP 1310 kc 100 w D unltd., Sh.-N Robert K. Herbst, sustaining Examiner Dalberg.

NEW, Edwin A. Kraft, Fairbanks, Alaska—Denied CP 950 kc 250 w unltd., sustaining Examiner Hill.

NEW, John A. Stump, Fairbanks, Alaska—Denied CP 1210 kc 100 w 250 w LS unltd., reversing Examiner Hill.

NEW, J. Laurence Martin, Tuncumcari, N. M.—Denied CP 1200 kc 100 w unltd., reversing Examiner Seward.

WOL, Washington—Granted CP (Com. Case dissenting) change equip., move trans., studio locally, change 1310 to 1230 kc, increase 100 w to 1 kw unltd., reversing Examiner Dalberg.

WJAC, Johnstown, Pa.—Granted CP change equip., move trans. locally, increase 100 w to 100 w 250 w D 1310 kc Sh.-WFBG, sustaining Examiner Dalberg.

NEW, Duluth Brdcstg. Co., Duluth—Dismissed with prejudice applic. CP 1200 kc 100 w unltd., sustaining Examiner Seward.

MISCELLANEOUS — NEW, Skagit Brdcstg. Assn., Whitney, Wash., permitted file appearance etc. with applic. CP 1420 kc 100 w unltd.; NEW, Ted R. Woodward, permitted file answer applic. Lancaster & Birdwell CP Johnson City, Tenn., 1200 kc 100 w 250 w LS unltd.; KGIW, Alamosa, Col., permitted file answer applic. Mile High Radio Corp., CP Denver 1210 kc 100 w 250 w D unltd.; WTAL, Tallahassee, Fla., permitted file answer applic. Metropolis Co. CP Jacksonville, Fla. 1310 kc 100 w unltd.; NEW, Southwest Brdcstg. Co., denied reconsideration order for hearing on applic. CP La Junta, Col., 1370 kc 100 w unltd.; NEW, Rapids Brdcstg. Co., Cedar Rapids, Ia., denied partial cancellation order take depositions issued to Iowa Brdcstg. Co. and sustained demurrer filed on behalf of Iowa Brdcstg. Co., granted petition Stanley Reid take depositions applic. CP Cedar Rapids 1310 kc 100 w unltd., granted continuance hearing; J. L. Statler M. D., d/b Baker Hospital, granted auth. take depositions applic. to transfer programs to Canada and Mexico; Edwin A. Kraft, Juneau, Alaska, granted auth. take depositions; KHSL, Chico, Cal., granted auth. take depositions re applic. mod. license; Asheville (N. C.) Daily News granted auth. take depositions re applic. CP 1370 kc 100 w unltd.; WGPC, Albany, Ga., permitted file answer etc. applic. H. Wimpy new station at Albany 1420 kc 100 w N 250 w D, facilities WGPC; Johnson City Brdcstg. Co., Tenn., granted permission take depositions applic. new station.

OCTOBER 20

APPLICATIONS GRANTED:

WLBF, Kansas City—CP change equip.

WIBU, Poynette, Wis.—CP new equip.

WRBL, Columbus, Ga. — CP change equip., increase to 250 w D, new antenna.

WCBS, Springfield, Ill.—CP vert. radiator, new trans. site, change equip.

WEXL, Royal Oak, Mich.—CP change equip.

WHDF, Calumet, Mich.—CP new equip.

KTSA, San Antonio — License for CP new equip.

WHA, Madison, Wis.—License for CP change equip., increase 2½ to 5 kw.

WHLB, Virginia, Minn. — License for CP new station 1370 kc 100 w unltd.

KIDO, Boise, Id.—License for CP trans. site, new equip., vert. radiator.

WMAZ, Macon, Ga. — License for CP new equip., reduce aux. power 1 kw to 500 w.

KALE, Portland, Ore.; KGMB, Honolulu—Renewal license.

KFQD, Anchorage, Alaska—Extension license 30 days.

KVEC, San Luis Obispo, Cal.—Mod. CP trans., antenna sites.

KTEM, Temple, Tex.—Mod. CP trans., studio sites, change equip., vert. radiator.

KBST, Big Springs, Tex. — Mod. CP change equip.

WNEW, Newark—Mod. license change studio Newark to New York City.

KVOR, Colorado Springs—Vol. assign. license to Out West Brdcstg. Co.

WHBI, Newark—Ext. license 90 days.

WWNC, Asheville, N. C.—Vol. assign. license to Asheville Citizen-Times Co. Inc.

WOCL, Jamestown, N. Y.—Vol. assign. license to James Brdcstg. Co. Inc.

W6XKG, Los Angeles—License for CP increase 100 w to 1 kw.

WTCN, Minneapolis—Ext. auth. temp. antenna.

WWVA, Wheeling—Same.

WDBO, Orlando, Fla.—Ext. temp. auth. added 750 w N.

KWKH, Shreveport, La.—Temp. auth. reduced power of 2½ kw 10 days.

KLRA, Little Rock, Ark.—Temp. auth. reduced power of 1 kw to 30 days.

SET FOR HEARING—NEW, John D. Fields Inc., Los Vegas, Neb., CP 1370 kc 100 w unltd.; NEW, Peninsula Newspapers Inc., Palo Alto, Cal., amended CP 1160 kc 250 w D; NEW, KLZ Brdcstg. Co., Denver, CP 1210 kc 100 w 250 w D unltd.; NEW, Louisville Times Co., Louisville, CP 1210 kc 100 w unltd.; NEW, Okmulgee Brdcstg. Corp., Okmulgee, Okla., CP 1210 kc 100 w D; New, Times Pub. Co., Okmulgee, CP 1200 kc 100 w D; NEW, Paul B. McEvoy, Hobart Democrat-Chief, Hobart, Okla., CP 1420 kc 100 w D; NEW, J. Leslie Doss, Sarasota, Fla., CP 1390 kc 250 w D; NEW, Voice of the Times, Raleigh, N. C., CP 1210 kc 100 w D; NEW, Clarence A. Berger, Coeur d'Alene, Id., CP 1200 kc 100 w D; NEW, Richard M. Casto, Johnson City, Tenn., CP 1200 kc 100 w 250 w D unltd.; NEW, Falls City Brdcstg. Corp., Falls City, Neb., CP 1310 kc 100 w unltd.; KLPM, Minot, N. D., auth. move trans. locally, new antenna, change 1360 to 1240 kc, increase to 1 kw, spec. to unltd.; KWBG, Hutchinson, Kan., CP move trans. locally, directional antenna, change equip., freq. 1420 to 550 kc, increase to 250 w unltd. directional N; WSJS, Winston-Salem, N. C., CP change 1310 to 1250 kc, increase 100 w to 1 kw, move trans. locally; WJBW, New Orleans, CP new equip., radiator, increase to 250 w D, from Sh.-WBNO to unltd.; WMBD, Peoria, Ill., CP increase to 1 kw N, 5 kw D unltd.; NEW, West Texas Brdcstg. Co., Wichita Falls, Tex., CP 1380 kc 1 kw unltd. directional N; KUOA, Siloam Springs, Ark., mod. CP increase 2½ to 5 kw D, added hours; WJBR, Gastonia, N. C., mod. CP extend completion; KFKA, Greeley, Col., mod. license 880 to 1450 kc, increase to unltd; WHN, New York, mod. license increase 1 to 5 kw N; WORL, Needham, Mass., CP increase 500 w to 1 kw, increase D to unltd., directional; KMPC, Beverly Hills, Cal., trans. control to George A. Richards.

APPLICATIONS DISMISSED — NEW, Auburn Pub. Co., Auburn, N. Y., CP 1420 kc 100 w unltd.; NEW, Maine Brdcstg. Co. Inc., Portland, Me., CP 620 kc 500 w 1 kw LS unltd.; WLBZ, Bangor, Me., mod. lic. 970 kc 500 w 1 kw LS; NEW Clarence C. Dill, Washington, D. C., CP 1310 kc 100 w unltd.; WBIG, Grensboro, N. C., exp. auth. 1440 kc 1 kw unltd.; NEW, St. Michael's P. E. Church, Brooklyn, CP 1130 kc 1 kw D, facilities WOV; NEW, Voice of Corsicana Assn., Corsicana, Tex., CP 1310 kc 100 w D.

APPLICATIONS DENIED (as in default)—NEW, Paul Sullivan Andrews, Lewiston, Me., CP 560 kc 250 w D; NEW, I. Martin Courtney, Toledo, CP 1420 kc 100 w unltd.; NEW, Bay State Brdcstg. Corp., Providence, R. I., CP 720 kc 1 kw ltd.

MISCELLANEOUS — NEW, J. W. Plame, Los Angeles, applic. CP Vernon, Cal., asking facilities KVOE, Santa Ana, dismissed, petition of KVOE to strike appearance sustained; NEW, Pacific Acceptance Corp., Los Angeles, reconsid. action 9-22-36 granting CP 1200 kc 100 w D and redesignated for hearing; NEW, Navarro Brdcstg. Assn., Corsicanna, Tex., denied request call letters WOLF; NEW, Philip J. Wiseman, Lewiston, Me., granted pet. intervene applic. Paul Sullivan Andrews for new station; WTCN, Minneapolis, reconsid. and granted mod. license to full time; WCAL, Northfield, Minn., reconsid. and granted change 1250 to 760 kc, increase to 5 kw D, Sh.-WLB, using one-third daytime; WLB, Minneapolis, reconsid. and granted 1250 to 760 kc, increase to 5 kw D, two-thirds daytime; WGPC, Albany, Ga., granted postponement hearing on renewal to 11-19-36; NEW, John S. Braum, Waco, Tex., granted postponement hearing re applic. CP 1500 kc 100 w D for 90 days; WACO, Waco, Tex., granted petition intervene hearing of John S. Braun.

OCTOBER 27

APPLICATIONS GRANTED:

KJR, Seattle—CP move aux. trans.

WGBB, Freeport, N. Y.—CP change equip.

WEBR, Buffalo—CP new trans., vert. radiator.

WDGY, Minneapolis; WFAM, South Bend; WBAX, Wilkes-Barre — CP new equip.

WLAP, Lexington, Ky.—CP move locally, new equip.

WROK, Rockford, Ill.—CP new equip., increase to 5 kw D, move locally.

WNOX, Knoxville, Tenn.—CP new equip., increase to 5 kw D, move locally.

WALR, Zanesville, O.—CP new equip.

KVOE, Santa Ana, Cal.—License for CP change trans., studio sites, vert. radiator.

KRRV, Sherman, Tex.—License for CP new station 1310 kc 100 w D.

WMIN, St. Paul—License for CP new station 1370 kc 100 w 250 w D unltd.

WSAY, Rochester—License for CP new station 1210 kc 100 w D.

KMED, Medford, Ore.—Amended CP move trans. locally, vert. antenna, change equip., change spec. hours to unltd. 1310 kc 100 w 250 w D.

WBLK, Clarksburg, W. Va.—Mod. CP trans. site, equip., antenna.

WHFC, Cicero, Ill.—Mod. CP new equip.

KMA, Shenandoah, Ia.—Mod. license increase D to 5 kw.

WSMB, New Orleans—Mod. license to unltd. present trans. site, increase to 1 kw, power limited in direction of Akron.

KUJ, Walla Walla, Wash.—Auth. change equip.

WATL, Atlanta—Vol. assign license to J. W. Woodruff, d/b Atlanta Brdcstg. Co.

WCHS, Charleston, W. Va.—Vol. assign. license to Charleston Brdcstg. Co.

KGLO, Mason City, Ia.—Mod. CP trans., studio sites, new equip., vert. radiator.

SET FOR HEARING—NEW, Northern Brdcstg. Co., Traverse City, Mich., CP 830 kc 500 w D; NEW, Twin City Brdcstg. Corp., Longview, Wash., CP 1500 kc 100 w N 250 w D unltd.; NEW, Charles Porter, Edw. T. Eversole, Festus, Mo., CP 1420 kc 100 w D; NEW, D. L. Thornton, near Chehalis, Wash., CP 1500 kc 100 w 250 w D unltd.; KDON, Monterey, Cal., CP new equip., change 1210 to 1280 kc, increase 100 w to 250 w 1 kw D; KFIO, Spokane, CP change equip., freq. from 1120 to 1110 kc, increase 100 w D to 500 w unltd., move trans., vert. radiator; WTAQ, Green Bay, Wis., CP increase 1 to 5 kw D; WGY, Schenectady—CP 500 kw, move trans. locally; WBAL, Baltimore, CP directional N, increase from Sh.-WTIC to unltd.; KTHS, Hot Springs, Ark., CP move trans. to McAlmont, Ark., studio to Little Rock, new equip., directional N 1060 kc 10 kw unltd.; KROY, Sacramento, mod. CP change 1210 to 1340 kc, change equip., increase from 100 w D to 250 w N 1 kw D unltd.; WDBJ, Roanoke, Va., mod. license 1 to 5 kw N; WSPR, Springfield, Mass., mod. license to LS at Tulsa; WHBB, Selma, Ala., mod. license 100 w D to 100 w unltd.; KFXR, Oklahoma City, vol. assign. license to Plaza Court Brdcstg. Co.; KSFO, San Francisco, vol. assign. license to Columbia Brdcstg. System of Cal. Inc.; KGDY, Huron, S. D., renewal license.

MISCELLANEOUS — WNEW, Newark, denied reconsid. denial of applic. increase 2½ to 5 kw D; WCAP Asbury Park, N. J., denied reconsid. action setting applic. increase power for hearing; NEW, Daily News Corp., St. Paul, granted petition to appear hearing of Natl. Battery Brdcstg. Co.; KIDW, La Junta, Col., permitted to file answer on applic. Mile High Radio Corp.; NEW Lenawee Brdcstg. Co., Adrian, Mich., granted postponement to 12-15-36; NEW, Richard M. Castro, Johnson City, Tenn., denied postponement hearing on applic. Johnson City Brdcstg. Co.

SPECIAL AUTHORIZATION — WFIL, Philadelphia, granted extension temp. auth. 1 kw N for November.

APPLICATIONS DENIED — KALE, Portland, Ore., temp. auth. unltd. time. NEW, Valley Brdcstg. Co., Cleveland, CP 980 kc 1 kw unltd. (as in default); NEW, James G. Bourus, Everett, Wash., CP 1500 kc 100 w unltd. (as in default).

APPLICATIONS DISMISSED — NEW, C. W. Snider, Wichita Falls, Tex., CP 1500 kc 100 w 250 w LS unltd.; WRDW, Augusta, Ga., CP 1240 kc 250 w 500 w LS unltd.; NEW, ITU Radio Sta. Inc., Indianapolis, CP 560 kc 1 kw 5 kw LS unltd. (facilities WIND); WKZO, Kalamazoo, Mich., mod. license to LS Omaha; KOOS, Marshfield, Ore., CP 1390 kc 250 w unltd.

RATIFICATION—NEW, Walker Jamar, Duluth, denied request CP applic. be withdrawn from docket without prejudice.

AL SMITH
"THE FINANCIAL DANCE OF DEATH GOES ON"
DON'T YOU BELIEVE THAT THE SAVING OF AMERICA HAS BEEN CHEAP AT THE PRICE?"
"THE AMERICAN BUSINESS MAN IS GETTING KICKED ALL OVER THE LOT"
KNOX
ROOSEVELT
AL SMITH

Kansas City Star

One Night of Plenty

Examiners' Reports . . .

NEW, Tribune Co., Tampa, Fla.—Examiner Bramhall recommended (I-301) that applic CP 550 kc 1 kw 5 kw LS unltd. be denied.

NEW, Theodore E. Johnson, Houston—Examiner Walker recommended (I-302) that applic. CP 1210 kc 100 w unltd. be denied as in default.

NEW, S. George Webb, Newport, R. I.; NEW, E. Anthony & Sons Inc., Pawtucket, R. I.; WTHT, Hartford, Conn.—Examiner Hyde recommended (I-303) that applic. WTHT for full time be granted, that auth. heretofore granted S. George Webb to construct station be determined by allocation of frequency to WTHT and that applic. W. Anthony & Sons for CP 1200 kc 100 w 250 w LS unltd. be denied.

Applications . . .

OCTOBER 14

WBZA, Springfield, Mass. — CP new trans., directional antenna, change 990 to 550 kc, move trans. to Agawam, Mass., change hours to unltd., amended to ask facilities WDEB, suggests WDEY be assigned 560 kc.

NEW, Troy Brdcstg. Co. Inc., Troy, N. Y.—CP 1240 kc 500 w D, amended to 950 kc 1 kw.

WABY, Albany, N. Y.—Mod. CP new equip., move trans., studio, asking further changes equip., increase 100 w to 100 w 250 w D.

WSAY, Rochester—Mod. license D to unltd., asks facilities WOCL.

WCAX, Burlington, Vt.—CP change equip., vert. antenna, increase 100 w to 100 w 250 w D, change spec. hours.

NEW, Valley Brdcstg. Co., Youngstown, O.—CP 780 kc 1 kw unltd., amended re equip., vert. antenna, change to 1370 kc 100 w 250 w D.

NEW, John H. Stenger Jr., Wilkes-Barre, Pa.—CP 1260 kc 1 kw unltd.

WCHS, Charleston, W. Va.—Vol. assign. license to Charleston Brdcstg. Co.

WSOC, Charlotte, N. C.—CP new trans., directional antenna N, change 1210 to 600 kc increase 100 w 250 w D to 250 w 1 kw D, move trans. locally.

WGCM, Mississippi City, Miss.—CP new trans.

KCMC, Texarkana, Ark. — Mod. CP change antenna, move studio, trans. locally.

WTAD, Quincy, Ill. — Mod. CP new trans., antenna, increase 500 w to 1 kw.

KROY, Sacramento—Mod. CP change equip., approval antenna, trans. site, move studio locally.

OCTOBER 16

NEW, Geo. W. Taylor Co. Inc., Williamson, W. Va.—CP 1210 kc 100 w D.

WALR, Zanesville, O.—CP new trans.

WBNO, New Orleans—CP new equip. etc., amended 1200 to 1500 kc, omit request facilities WJBW.

NEW, Frank M. Dunham, Fort Dodge, Ia.—CP 1210 kc 100 w unltd., amended to 1500 kc D.

NEW, Edgar L. Bill, Peoria, Ill.—CP 1040 kc 250 w D.

WKBV, Richmond, Ind. — Mod. license spec. to unltd.

WDGY, Minneapolis—CP new trans.

KFNF, Shenandoah, Ia.—CP new trans., vert. antenna, increase 500 w 1 kw D to 1 kw 5 kw D.

WCAZ, Carthage, Ill.—CP change equip., increase 100 to 250 w.

KLS, Oakland, Cal.—CP vert. antenna, move studio, trans. locally.

KFEL, Denver—Mod. license Sh.-KVOD to unltd., contingent granting KVOD applic. change freq., hours.

KVOD, Denver—Mod. license 920 to 630 kc, change hours Sh.-KFEL to unltd., contingent granting KFEL applic.

NEW, Earle Yates, Las Cruces, N. M.—CP 930 kc 1 kw D, amended re equip., antenna, change 930 to 1500 kc, 1 kw to 100 w 250 w D unltd.

KSLM, Salem, Ore. — Mod. CP new trans., re equip.

NEW, S. H. Patterson, Denver — CP 1370 kc 1 kw unltd., amended re trans., equip.

W6XKG, Los Angeles—License for CP 1 kw. high-freq. station.

OCTOBER 17

NEW, Paul J. Gollhofer, Brooklyn—CP 1500 kc 100 w spec., facilities WMBQ.

NEW, James D. Scannell, Lewiston, Me. —CP 1210 kc 100 w unltd., amended to 1420 kc.

WPEN, Philadelphia — Auth. transfer control to John Iraci; mod. license Sh.-WRAX to unltd., facilities WRAX.

WRAX, Philadelphia — Auth. transfer control to John Iraci.

NEW, Voice of Detroit Inc., Detroit—CP 1120 kc 500 w 1 kw D unltd., amended trans. site, directional N.

WSPA, Spartanburg, S. C. — CP new trans., vert. antenna, increase 1 to 5 kw, amended to 970 kc.

NEW, Charles Chambers & Jack Hawkins, d/b Alpine Brdcstg. Co., Alpine, Tex.—CP 1370 kc 100 w unltd.

KRSC, Seattle—Mod. CP re equip., increase power, change hours, for auth. vert. antenna.

KGY, Olympia, Wash.—License for CP new equip.

KYOS, Merced, Cal.—License for CP as mod. new station.

OCTOBER 19

WBAX, Wilkes-Barre, Pa. — CP new trans.

WFAM, South Bend, Ind. — CP new trans.

KSUN, Lowell, Ariz.—License for CP change equip., new antenna, increase power.

KALE, Portland, Ore. — Mod. license spec. to unltd.

KGA, Spokane—Mod. license 1470 to 950 kc, 5 kw to 1 kw 5 kw D.

KUJ, Walla Walla, Wash.—CP change equip.

OCTOBER 20

NEW, Washington Post, Washington, D. C.—CP 1310 kc 100 w N 250 w D unltd., amended to be contingent grant of WOL applic. change 1310 to 1230 kc.

NEW, Elmira Star-Gazette Inc., Elmira, N. Y.—CP 1200 kc 250 w D.

WCAE, Pittsburgh—Mod. license 1 kw 5 kw D to 5 kw N & D.

WCOC, Meridian, Miss. — CP change equip.

WGPC, Albany, Ga. — Mod. CP new equip., move studio, trans., new trans., etc., to change equip. and antenna further.

WAYX, Waycross, Ga.—License for CP as mod. new station.

WFBM, Indianapolis — License for CP change equip.

KLZ, Denver—Mod. license 1 kw 5 kw D to 5 kw N & D.

OCTOBER 21

NEW, Citizens Brdcstg. Corp., Schenectady—CP 1240 kc 1 kw 5 kw D unltd., directional N.

WCPO, Cincinnati—CP new trans., vert. antenna, move trans. locally.

NEW, N. Ga. Brdcstg. Co., Rossville, Ga.—CP 1200 kc 100 w unltd., amended to D.

KGFG, Oklahoma City—CP new trans., vert. antenna, move trans., studio locally.

WACO, Waco, Tex. — CP new trans., vert. antenna.

WAAF, Chicago—CP new trans., change D to unltd., increase D to unltd., 1 kw to 1 kw 5 kw D.

WMBH, Joplin, Mo.—License for CP new trans.

KHQ, Spokane—Mod. CP as mod. re equip.

OCTOBER 22

NEW, Mid-Atlantic Corp., Washington —CP 1570 kc 1 kw unltd.

WBIG, Greensboro, N. C.—Mod. license 500 w 1 kw to 1 kw N & D.

NEW, Radio & Television Research Co., Los Angeles—CP 1530 kc 1 kw unltd., amended to 1570 kc.

NEW, Nichols & Warinner Inc., Long Beach, Cal.—License relay station 200 w.

OCTOBER 24

WMBO, Auburn, N. Y.—CP new trans., vert. antenna, increase 100 w to 100 w 250 w D, move trans. locally.

WKZO, Kalamazoo, Mich.—Exp. auth. unltd. 250 w N.

NEW, Associated Arkansas Newspapers Inc., Hot Springs — CP 1310 kc 100 w unltd., amended to D.

NEW, Richard S. Gozzaldi, d/b Oak Cliff-Dallas Co. Brdcstg. Co., Dallas—CP 1500 kc 100 w D.

WSMB, New Orleans — CP new trans., directional.

NEW, Ruth W. & S. E. Adcock, d/b General Broadcasters, Johnson City, Tenn. —CP 1370 kc 100 w 250 w D unltd.

KGNC, Amarillo, Tex.—CP change equip.

NEW, Wichita Brdcstg. Co., Wichita Falls, Tex.—CP 630 kc 1 kw unltd., directional N.

KGNF, N. Platte, Neb.—License for CP change equip.

WSBT, South Bend, Ind. — License for CP new equip.

KOIL, Omaha—CP change equip., install vert. antenna, increase 1 kw 2½ kw D to 1 kw 5 kw D, move trans. locally.

NEW, Bend Bulletin, Bend, Ore.—CP 1310 kc 100 w 250 w D.

OCTOBER 26

WDEV, Waterbury, Vt. — CP increase 500 w to 1 kw, amended to change name to Mary M. Whitehill, executrix estate of Harry Whitehill, further equip. changes.

WBEN, Buffalo — License for CP as modif. new equip., increase power, move trans.

NEW, Young People's Assn. for Propagation of Gospel, Shark River Bay, N. J. —CP 640 kc 5 kw D.

NEW, Petersburg Newspaper Corp., Petersburg, Va.—CP 1370 kc 100 w D.

WADC, Village of Tallmadge, O.—Mod. license 1 kw 5 kw D to 5 kw N & D.

KFYO, Amarillo, Tex.—CP new trans., antenna.

NEW, Charles Greenblatt, Waterbury, Conn.—CP 1190 kc 250 w D, amended to ltd. time 250 w D & N, asks facilities WATR.

WMT, Cedar Rapids, Ia.—Mod. license 1 kw 5 kw D to 5 kw N & D directional N.

NEW, Central Brdcstg. Corp., Centralia, Wash.—CP 1440 kc 1 kw unltd.

KGHL, Billings, Mont.—License for CP increase power, move trans.

OCTOBER 28

WLWL, New York—Mod. license from spec. to unltd., asks facilities WOV, requests WPG be assigned to 1130 kc unltd.

WCKY, Covington, Ky.—CP new trans.

KTAT, Fort Worth—CP new trans., vert. antenna.

WGRC, New Albany, Ind.—License for CP as mod. new station.

WIBW, Topeka—Mod. license change 1 kw 5 kw D to 5 kw N & D.

KMO, Tacoma, Wash.—Mod. CP increase power, move trans., new antenna, asking new equip., approval trans. site.

KGAR, Tucson, Ariz.—Mod. license 1370 to 890 kc, from 100 w 250 w D to 250 w N & D.

CBS Adds to Press Staff

WITH John Drake Fitzgerald transferred from Chicago to New York headquarters of CBS as assistant to Paul White on special events broadcasts, CBS in latter October also announced the appointment of William A. McGarry to its press department in New York in charge of institutional publicity and the addition of Luther J. Reid to its press staff. Mr. Fitzgerald, while publicity director of WBBM, inaugurated the *Other People's Money* program which won the national award of the social workers' organization. Mr. McGarry for the last two years has been with the *Rockefeller Center Weekly*. Mr. Reid formerly was with the *Okmulgee* (Okla.) *Times*. Jack Roche has resigned as assistant to Mr. White, to join Kate Smith as contact man.

Diamond Salt on NBC

GENERAL FOODS Corp., New York (Diamond Crystal salt), on Nov. 15 will inaugurate a new series of sea stories on NBC-Blue network, Sundays, 3:15-3:45 p. m., to be titled *Cape Diamond Light*. Benton & Bowles Inc., New York, is the agency.

TRUE.. as a Bell

Every Piezo Electric Crystal leaving our laboratory is ground to an accuracy of BETTER than .01% . . . assuring you of *Accurate Frequencies*. Use a Scientific Radio Service Crystal in your transmitter. Remember . . . THE BEST COSTS LESS!

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

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Remote Amplifier B-94

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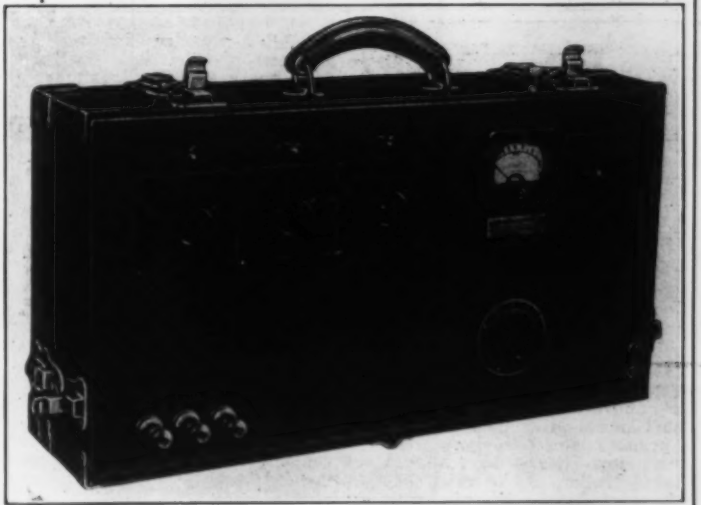

GATES RADIO & SUPPLY CO.
Manufacturing Engineers,
QUINCY, ILL., U.S.A.

Merchandising & Promotion

For Homemakers—Pulling Power—Choral Plaque—Oil and House Organs—Watch Prizes

FIRST NATIONAL STORES Inc., New England chain grocers with general offices in Somerville, Mass., is staging an exploitation campaign through various media for its 120 homemakers programs on WNAC, Boston, and six Yankee Network stations. Special radio flash letters were sent to all First National Store managers, announcing resumption of the thrice-weekly program, and informing the manager of the forthcoming receipt of a store poster, and also a list of the participating manufacturers. The poster makes the announcement of the new program, stations that carry it, pictures of talent and a description of program. A special pamphlet measuring a width of 25 inches and a length of 19 inches contains a myriad of information, statistics, unsolicited excerpts from customer testimonials, etc.

To First National customers, a specially printed letter is sent, along with talent photographs. The essence of the letter deals with an invitation to attend the broadcast from WNAC in Boston, stressing the thrill of being present during a real broadcast, and being part of its production. Because of the shortness of the regular broadcast, the signer of the letter, Imogene Wolcott, commentator, invites the customer to remain for a 45-minute studio party at the close of the program. This gives her an opportunity to meet the customer and discuss meal planning in person. During this session, prizes, samples and free recipe booklets are given. A specially printed admission ticket for two, good for any of the three broadcasts of any week, is enclosed in the letter.

Another publicity angle is the inclusion of radio program news in the *First National News*, a weekly tabloid, and newspaper advertising. Richardson, Alley & Richards Co., Boston, is the agency handling the account.

LISTEN — To Jack Armstrong, suggests KSFO, San Francisco, on the above wandering billboard. The General Mills disc series also is promoted on the screen of the Paramount Theatre by a short animated trailer, a clip of which is illustrated here. The roving billboard, with loudspeaker, gets around schools at recess and noon hour and is at playgrounds after school. Westco Adv. Agency, San Francisco, services the General Mills account on the Coast.

LUM & ABNER, who broadcast for Horlick's Malted Milk nightly except Saturday and Sunday over an NBC-Blue network, underestimated the pulling power of radio and now they are paying the penalty. On Sept. 28 they suggested that listeners organize "Lum for President" clubs and offered to send lapel buttons to every club reporting the names and addresses of more than 20 members. They did not expect any great response to their little joke, but just to be safe ordered 2,000 buttons.

Then the mail began to stream in and they increased the order to 10,000. The mail continued. They ordered a second 10,000 and broadcast a frantic plea to desist. The letters continued to flow in, from clubs with 50, 100, even one with a thousand members. By Oct. 20 more than 160,000 requests for buttons had been received. Clubs have been formed in 35 States and in Canada and Nova Scotia. Several clubs have even had special stationery printed, identifying them as "Demo-publican Headquarters".

The pay-off is that the sponsor had and has nothing to do with the offer. The whole idea—and the expenses—belong to Lum and Abner.

* * *

CROWLEY, MILNER & Co., large Detroit department store, is making a strong drive on Christmas toy business through a new program developed and sold by WJBK. Since Oct. 19, the advertiser has used six hours of the station's time weekly, in a Santa Claus series featuring Ruth Loveland, soloist, the Story Book Lady, a dialectician as Santa, and an assortment of props from Toyland, including an electric train on which the juvenile listeners will be transported at the opening of each program, to the land in which the particular episode takes place. The plan calls for the featuring of one toy item at a time, which enables the sponsor to place selling emphasis where it is specifically needed, right through the entire Christmas buying season. The series will be a daily feature until Christmas.

* * *

OWENS V. DRESDEN, general sales manager of Don Lee Golden Group, backs up his claims for California wine by sending a fifth of burgundy as an exhibit with the latest Don Lee promotion piece. The circular tells how California produces 90% of all the wine in the nation, 90% of which is sold outside the state. It reproduces in color an advertisement carried in BROADCASTING. The bottle of burgundy speaks for itself.

* * *

WHP, Harrisburg, presented an eight-page supplement in cooperation with the affiliated *Morning Telegraph*. Besides program and talent information, the supplement carried numerous advertisements of radio dealers.

* * *

A POCKET-SIZE promotion booklet titled *Put It in Quotes* has been issued by Mutual network. It contains thumbnail success stories and a list of Mutual clients.

TO MERCHANDISE its *Foolish Questions* program six mornings weekly, on WAAF, Chicago, Thos. J. Webb Co., Chicago (coffee), is using streamers for grocery store windows, space in its car cards, small radio-page spotlight advertisements reading "Be sure to listen to Bob Hawks. 10:45 a. m. WAAF", and less frequent 200-line ads divided equally between the product and the program. Listeners are offered $1 for "foolish" questions used on the program; persons interviewed receive pound cans of coffee.

"The most effective merchandising for the program has been that done by Webb salesmen," says Edwin Conn, account executive of J. L. Sugden Adv. Co., Chicago, in charge of the Webb account. "Each salesman tries to arrange his calls so that 10:45 finds him in a store with a radio, which he tunes to the Webb program, with the dealer's permission, of course, explaining that he is required to listen to every broadcast. Usually the dealer listens with the salesman, enjoys the program, and orders a supply of the coffee. More than 20 orders have been secured in this way from grocers who had never before handled Webb coffee but who, after hearing the broadcast, thought they ought to have some on hand to meet the demand from their customers."

* * *

A GOLD PLAQUE will be awarded as first prize to the outstanding male glee club heard on the *Male Chorus Parade* series, sponsored by Sperry Flour Co., subsidiary of General Mills Inc., over the CBS-Don Lee network.

Each week a different Pacific Coast male chorus is presented from its home city. The contest started Sept. 10 and a group of judges will decide the winner, following the last broadcast of the series, Dec. 17. Two other trophies, one of silver and the other bronze, will be awarded for second and third place. In addition, the station from which the first place winning program originates, will be awarded a plaque. Westco Adv. Agency, San Francisco, services the account.

* * *

WIP, Philadelphia, is cooperating with Gimbel Brothers store during the Radio Hall of Fame conducted by the store, beginning Oct. 26. Several studios were constructed, together with a master control room, on the sixth floor of the store, where WIP orginated five hours of programs daily for a week. Beside actual programs and rehearsals, WIP had its staff give brief talks and demonstrations of actual work done by the various departments of a radio station, including a specially planned sound effects demonstration; methods of orchestral setup; microphone demonstrations.

Kools Adding Discs

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes) will take its *Jack Pearl* NBC-Blue program [see page 20] off the line for 18 Southern and Western stations. RCA-Victor will do the recording. Starting Nov. 16, the discs will be placed on WFAA, WBRC, KTRH, KSTP, KOA, KDYL, KOIN, KLRA, WKY, WIRE, WEBC, WSJS, WCHS, WNOX, WDBJ, WTOC, WMBD, WTMJ. Batten, Barton, Durstine & Osborn Inc., New York, is agency.

SANKA DISPLAY—This 13½x14-inch four-color three-dimensional cutout for the Helen Hayes *Bambi* program on NBC-Blue has captured display positions in many windows and counters. A pound can of Sanka slips into the front cutout portion. Outline of Miss Hayes' head and the Sanka can are silhoutted against a blue backdrop formed by bending a second piece of colored cardboard into a semicircular shape and tucking into place.

Roesler and Howard Form Firm for Foreign LanguageRepresentation

FORMATION of the firm of Roesler & Howard to handle exclusive foreign-language program representation for a national list of stations was announced Oct. 29 by George Roesler, prominent midwestern representative, and Bob Howard, former radio buyer of Campbell-Ewald Co., Detroit. Mr. Roesler, who is relinquishing his present general representation business, will retain his offices at 360 Michigan Ave., Chicago, while Mr. Howard is establishing offices at 40 E. 42nd St., New York.

With a list of 15 stations already aligned, the new partnership will confine its representation efforts to foreign-language accounts on an exclusive basis. Where necessary, it was said, arrangements are being made with present representatives of stations to clear the way for the foreign-language representation. Arrangements have also been made with several transcription companies for production of foreign language transcriptions. Herbert Shinnick, Washington attorney, has been retained to procure Federal Trade Commission clearance on all questionable copy for the protection of both accounts and stations. Linguists also have been retained in New York and Chicago for translations.

The list thus far aligned was announced by Mr. Roesler as follows: WBNX, New York; WWAE and WHIP, Hammond, Ind.; WJBK, Detroit; WJW, Akron; WBNY, Buffalo; WSAY, Rochester; WOCL, Jamestown, N. Y.; WSPR, Springfield; WIBX, Utica; WORL, Boston; WPEN-WRAX, Philadelphia; WCBM, Baltimore; WLTH, Brooklyn; WAAT, Jersey City.

A SPECIAL hookup of eight CBS stations has been engaged by the Republican State Committee of New York for Oct. 28 and Nov. 2, 6:30-6:45 p. m., for final appeals to the electorate, the time being placed through Brooke, Smith & French Inc., New York. The hookup comprises WABC, WIBX, WOKO, WFBL, WHEC, WGR, WNBF, WESG.

Results FOLLOW PUBLIC SERVICE

Here's a typical day's service program at WLS. They are strictly service features . . . never commercialized, and they are "must" features . . . every day.

At 6:00 A. M. (5:00 A. M. CST) weekdays, WLS opens WITH LIVE TALENT in Smile-A-While Time, featuring farm service programs, weather reports, early livestock estimates, temperature, time signals, shippers suggestions, etc.

At 7:00 A. M., the early newscast followed by later livestock estimates.

At 8:30 A. M., another news report, followed by morning devotions, then a report of livestock receipts.

At 11:00 A. M., another news report; the poultry, veal, butter and egg markets, followed by Jim Poole's early livestock market broadcast direct from the Union Stock Yards.

At 12:30 P. M., further weather reports, the fruit and vegetable markets, and another news report.

At 12:45 P. M., the famous Prairie Farmer Dinnerbell Program, featuring speakers of prominence in agricultural and world affairs; farm news; information of real value to farmers during the growing season; Protective Service information, etc., followed by a complete report by Jim Poole, pioneer livestock market broadcaster.

At 2:08 P. M., F. C. Bisson, U. S. Dept. of Agriculture brings the closing grain summary.

On Saturday—Poultry Service Time and 4-H Club and Future Farmers program, the Little Brown Church of the Air on Sunday morning. In the evenings educational programs broadcast in cooperation with the University Broadcasting Council, while other programs on health, home life, etc., complete a schedule of public interests.

An editorial program of public service holds a radio audience. WLS has found, FROM EXPERIENCE, the above type of service goes farther — it builds a radio "subscription list" — loyal, steadfast listeners — and gets advertising results.

50,000 Watts

WLS

Clear Channel

THE PRAIRIE FARMER STATION

CHICAGO

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

National Representatives: John Blair & Co.